BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
MARCH 1, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

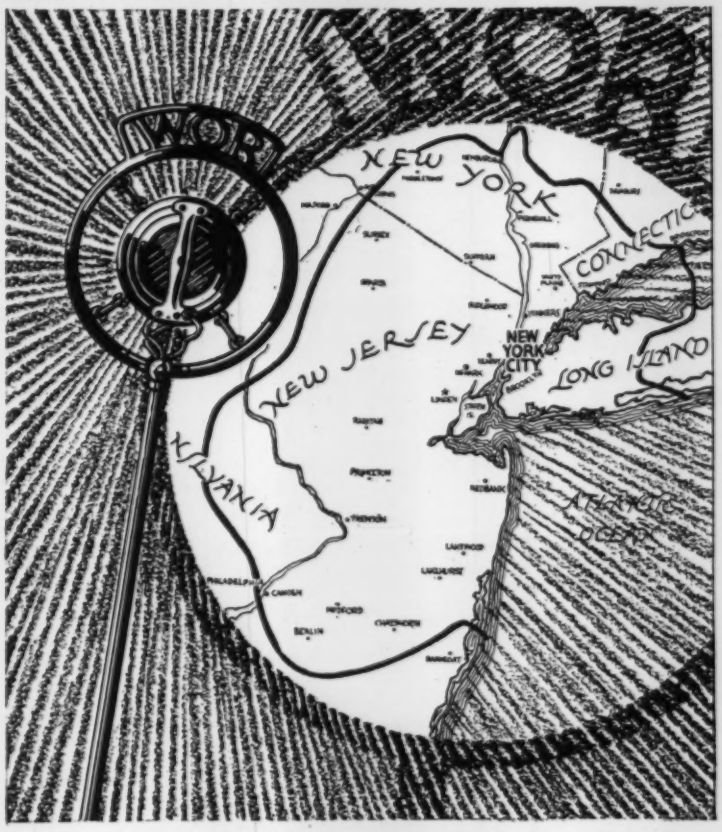
MAR 2 5 1933

Coverage in the World's Greatest Market

That's our claim for WOR. But don't just take our word for it.

Ask us to send facts and figures proving the broadcasting area coverage of WOR, as developed by field intensity survey just completed by Edgar H. Felix, and at the same time ask for definite evidence of the selling and pulling power of WOR, in an area that has the biggest buying potential of any in the world—the New York Metropolitan Area.

Truly, WOR offers coverage—*guaranteed* coverage, *where* coverage *pays.*



WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

Bamberger Broadcasting Service, Inc.

Newark, New Jersey

New York Office: 1440 Broadway *New York City*

Chicago Office: William G. Rambeau, 360 N. Michigan Ave., Chicago, Ill.

MEASURE FOR MEASURE . . . .

WCCO RANKS "FIRST" IN TWIN CITIES

ON THE SAME PROGRAM—BROADCAST AT THE SAME TIME OF THE DAY—ON ALTERNATE DAYS OF THE SAME WEEK—WCCO PULLED 300% MORE INQUIRIES THAN ITS NEAREST COMPETING TWIN CITY STATION.

The same person did the broadcasting on both stations. The same continuity, the same sound effects were used.

The broadcasts were, you see, identical . . . with one exception: RESULTS!

WCCO outpulled the other stations by better than a 3-to-1 ratio.

Unquestionably, 50,000 watts (full time on a cleared channel) **plus** the full prestige of the finest network and local presentations, has won first ranking for WCCO. Not only in the Twin Cities—but in the entire State of Minnesota, Western Wisconsin, Northern Iowa, South Dakota, and North Dakota.

Buy WCCO—for coverage, for RESULTS!

NORTHWESTERN BROADCASTING, Inc.
MINNEAPOLIS, MINN.

RADIO SALES, Inc., 485 Madison Avenue, New York City
410 North Michigan Avenue, Chicago

"The LARGEST and MOST RESPONSIVE AUDIENCE in NINE YEARS EXPERIENCE"

McELHINEY & ASSOCIATES, INC.
PARENT OFFICE
SPECIAL REPRESENTATIVES IN RADIO ADVERTISING
2016 RAILWAY EXCHANGE BUILDING
ST. LOUIS, MO.
CENTRAL 4910

Mr. J. Leslie Fox, Commercial Manager,
Radio Station W S M
Nashville, Tenn.

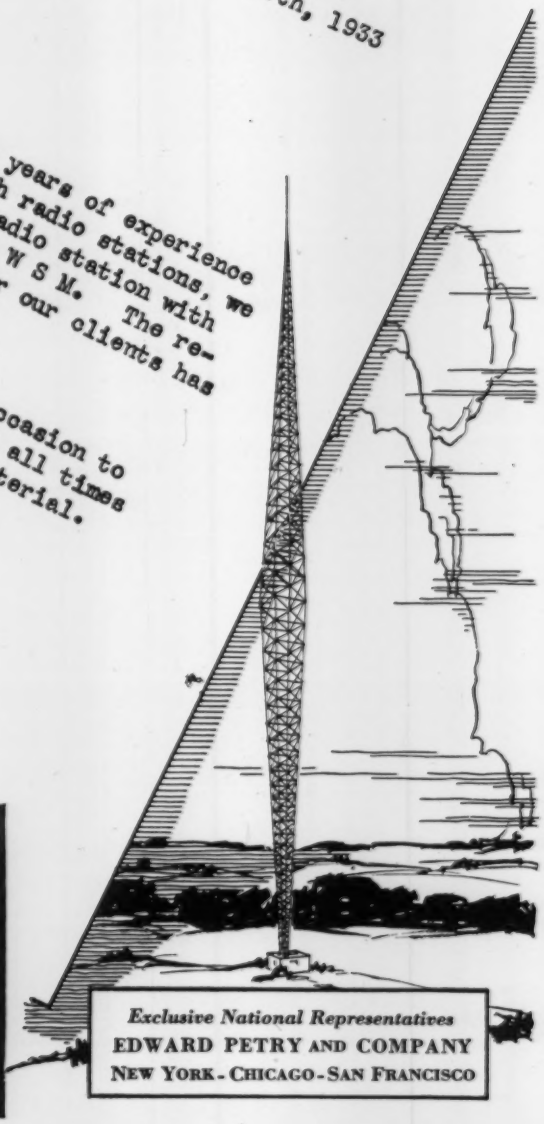
Feb. 17th, 1933

Dear Mr. Fox:

During the nine years of experience as Radio Representative and contact with radio stations, we must say that we have never known of a radio station with so large or responsive an audience as has W S M. The return in mail and immediate cash results for our clients has been most remarkable.

May we also take this occasion to thank your associates who have been so eager at all times to co-operate in the suitable presentation of material.

Cordially and sincerely,
McElhiney & Associates, Inc.
GWMcE jr.
rmm
President.



WE SELL THE SOUTH

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK - CHICAGO - SAN FRANCISCO

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE - TENN.

The MOST POWERFUL Station In An Area of 160,000 Square Miles

With 25,000 Watts

(5 *times its previous power*)

WHAM Now DOMINATES Central, Western, and Southern New York, Northern Pennsylvania, Eastern Ohio and the Province of Ontario, Canada!

On March 4, 1933, WHAM, the Stromberg-Carlson Station at Rochester, N. Y., by authority of the Federal Radio Commission, increases its power from 5,000 watts to 25,000 watts, clear channel. Now, with a single station, advertisers can deliver their messages to one of the largest industrial and farming areas on the North American Continent.

STATION PREFERENCE

Founded in 1922, WHAM was the pioneer broadcasting station in Rochester. In 1925 it became associated with the Basic Blue Network of the National Broadcasting Company. For eight years it has carried many of the most popular chain programs.

●

POTENTIAL MARKET

Within a 400 mile radius of Rochester is only 8.9% of the land area of the country, but in this area are found:

36.14% of the total population
36 % of the radio receiving sets in use
40.17% of the residential telephones
59.37% of the nation's manufacturing
53.2 % of the income tax returns showing incomes over $5,000

●

TALENT FACILITIES

WHAM's production staff is made up of seasoned musicians, singers, and actors who have won an enviable reputation for quality in the production of all types of programs . . . classical, popular and dramatic.

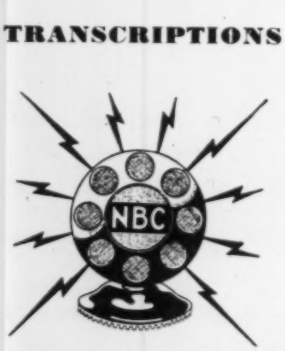
The station has originated many programs, both commercial and sustaining, for the National Broadcasting Company. No matter what type of program you may have in mind, the staff of WHAM can produce it in a manner that cannot be excelled anywhere.

●

TRANSCRIPTIONS

Programs made exclusively for broadcasting are acceptable when quality of recordings and program contents meet station's approval. Western Electric Double Turntable, 33 1/3 R.P.M., lateral and vertical pick-up equipment is used.

Write for rates, open time, and complete market data on the prosperous area WHAM serves.



ASSOCIATED NBC

STATION WHAM

Sagamore Hotel, Rochester, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company • Operating Power: 25,000 watts, 260.7 meters, 1150 kilocycles • Clear Channel • Full Time • Associated N. B. C.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 860-870 National Press Bldg., Washington, D. C. Application for second class entry at postoffice at Washington, D. C., pending under Act of March 3, 1879.

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BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 5 WASHINGTON, D. C. MARCH 1, 1933 $3.00 PER YEAR—15c A COPY

"War Plans" Laid to Protect Broadcasting

By SOL TAISHOFF

Baldwin Resigns to Represent NAB at Wave Parley; Copyright Fight Stimulated by Newton D. Baker's Aid

Mr. Baldwin

SPURRED by the enthusiastic response of stations to the plea for funds, the NAB board of directors at a special meeting in Washington Feb. 20 and 21 laid "war plans" to protect advertisers, agencies and broadcasters alike from attacks by unfriendly groups and to speed up the movement toward a thoroughly stabilized broadcasting industry.

An unexpected action, destined to have far-reaching effects, was the retention by the board of James W. Baldwin, secretary of the Federal Radio Commission, to represent the industry at the forthcoming North American Radio Conference at Mexico City at which broadcasting channel allocations will be considered. While largely a technical matter, the results of these discussions will be reflected directly in station operations, since the wave assignments of stations and their consequent service areas are involved. Mr. Baldwin resigned his post at the Commission, effective March 1, to accept the position, and comes to the NAB in a permanent capacity.

Copyright again was one of the main issues before the board, called into extraordinary session by President A. J. McCosker, WOR, Newark. With advertisers and agencies, as well as broadcasters, naturally concerned with the copyright situation and the added burden of radio expenses it is entailing, the board laid its plans in such a way as to give full assurance that every effort will be made to protect them against the "assaults" by the American Society of Composers, Authors and Publishers, and the other copyright groups.

In strictest confidence, the board learned of the plans of Newton D. Baker, recently retained as the NAB copyright counsel, and how Oswald F. Schuette, NAB copyright director, is coordinating his activities to dove-tail with those of the famous Cleveland attorney. The Baker plans were recounted by Joseph S. Hostetler, his law partner, and were enthusiastically received by the board.

Music Bureau Indorsed

THE PROPOSAL for a Radio Program Foundation, incorporated under the NAB and designed to become the reservoir of radio-owned music and other program material, was indorsed by the board and a special committee was designated to carry forward the project. Presented at the NAB convention in St. Louis last November, the plan was referred to the board for consideration. Ultimately, it is believed this foundation may relieve the industry from its dependence upon ASCAP for copyrighted music.

With the retention of Mr. Baldwin, the industry was given full assurance that their interests will be adequately protected in the fight for existence that faces it at the forthcoming North American conference. Details of the NAB plans and position at this conference, likely to involve enlargement of the broadcast band below 550 kc., like the copyright plans, are being kept secret for obvious reasons.

To work out the final details in anticipation of the conference and to advise Mr. Baldwin, a special committee was appointed by Mr. McCosker. It consists of Henry A. Bellows, CBS Washington vice president; John W. Guider, attorney for Don Lee, Los Angeles; Louis G. Caldwell, attorney for WGN, Chicago; Philip G. Loucks, NAB managing director; F. M. Russell, NBC Washington vice president, and Mr. McCosker. Mr. Loucks will act as spokesman for the industry at the preparatory conferences being held periodically at the State Department with other American radio interests involved, and with Senator Wallace White, Jr., (R.) of Maine, and Judge E. O. Sykes, who have been named American delegates to the conference.

Station Response Gratifying

MR. BALDWIN joins the NAB in a permanent capacity, though his present assignment is confined to the North American conference, which he will attend as the representative of broadcasters at large. Upon completion of that assignment the board will determine his future duties probably at the next convention in November.

Following the long two-day sessions, which were attended by all but two directors, Mr. McCosker declared it a most successful meeting. The response of stations to the plea for funds, handled largely by Isaac D. Levy, WCAU, Philadelphia, has been most gratifying, he said, adding that the amount of money remitted, indicated and pledged meets expectations and is sufficient to carry out the program mapped at St. Louis and confirmed at the Washington sessions. Mr. Baldwin's retention carries that program to final fruition.

Extensions of NAB activities in its main offices, under Mr. Loucks, were sanctioned by the board, to be worked out in the discretion of the managing director. Designed to further trade association services to members and to related business groups, the expansion includes the creation of engineering, program and commercial departments, which have been contemplated for several years and which now are crystallizing. In the hiring of J. C. McNary a few week ago as NAB staff engineer, the first phase of the plan was carried out.

The program department, still in the formative stage, would take the nature of an exchange, to which stations could go for ideas in program building. Stations would be asked to submit to this

Photo by Harris & Ewing

NAB BOARD—This is the first group picture of the new NAB board of directors as it met in Washington Feb. 20 and 21. Seated, left to right—Walter J. Damm, WTMJ; William S. Hedges, WMAQ; President A. J. McCosker, WOR; Treasurer Arthur B. Church, KMBC; J. Thomas Lyons, WCAO; I. Z. Buckwalter, WGAL; Managing Director Philip G. Loucks. Standing, left to right—Louis G. Caldwell (proxy for Quin A. Ryan, WGN); Joseph S. Hostetler, Cleveland, law partner of Newton D. Baker; Gardner Cowles, Jr., KSO; E. B. Craney, KGIR, Butte; W. W. Gedge, WMBC, Detroit; T. C. Ward, WLAC; Donald Flamm, WMCA; Henry A. Bellows, WCCO; H. K. Carpenter, WPTF; John W. Guider (proxy for Leo Tyson, KHJ) and Frank M. Russell (proxy for George F. McClelland, WEAF).

department novel program ideas to establish the reservoir. This department might become an adjunct of the projected Radio Program Foundation. The commercial department, also in an embryonic stage, has as its objective setting up a reservoir of commercial information on stations, rates and statistics for the benefit of agencies and national advertisers, and possibly also an "open time" bureau. Briefly, these functions would involve studies of station contracts, rates and rate cards, sales promotion, sales management, merchandising, station promotion, distribution, coverage, research, statistical services, business indices and cost data.

The board adopted, with modifications, the standard order blank for spot broadcasting, proposed by the American Association of Advertising Agencies, after conferences between its radio committee and the commercial section of the NAB. This is reported fully elsewhere in this issue.

Pursuant to the board's action, authorizing incorporation of the Radio Program Foundation, Mr. Schuette sent a special bulletin to all cooperating broadcasting on Feb. 23, in which he described the purposes of the Foundation. "From the standpoint of the controversy between the broadcasting industry and ASCAP", he said, "this step was the most important action taken at the meeting of the NAB board."

Declaring that the RPF is not necessarily hostile to ASCAP, Mr. Schuette said its chief purposes will be:

1. The Radio Program Foundation will be the medium through which the music of independent composers and publishers not affiliated with the American Society of Composers, Authors and Publishers—both American and foreign—will be made available for use by the broadcasting industry.
2. Through its direct control by the broadcasting industry, the RPF will be in more intimate touch with the great American public and therefore better able, in many ways, to satisfy its musical requirements than the limited membership of the American Society, or any similar organization, has been able to do.
3. The RPF will also be in a position to secure music written primarily for the microphone rather than for the requirements of the stage or dance hall to which much of ASCAP's music has been limited.
4. The RPF will serve as a registration bureau for continuities and other literary features of radio programs.

Only Leo J. Fitzpatrick, WJR, first vice president, and John Shepard, III, Yankee Network, second vice president, were absent. Mr. Fitzpatrick cancelled his reservation at the eleventh hour because of the illness of his mother, while Mr. Shepard was prevented from attending due to urgent business in Boston.

Revenues Drop

NETWORK revenues slumped considerably in January, according to National Advertising Records, which showed that during January the combined income of NBC and CBS from time sales amounted to $2,789,402 as compared to $3,984,289 during the same month of 1932. NBC started the year with a first-month income of $1,839,345, as compared with $2,635,447 during January, 1932. CBS's January income was $950,057, which compares with $1,348,842 in the same month of last year.

Mullen, Nebraska Attorney Considers Commission Post

Starbuck Denies Resigning; Reynolds Acting Secretary

ARTHUR F. MULLEN, prominent Nebraska attorney and floor leader for President-elect Roosevelt at the Democratic National Convention last July, is considering acceptance of a proffer of the fourth zone Radio Commissionership, with the possibility of becoming chairman of the body.

From highly authoritative sources BROADCASTING has learned that the Nebraska attorney has been given the alternative of accepting the post himself after March 4 or of naming, for the incoming President's approval, his candidate for the post.

Mr. Mullen had been mentioned for Attorney General, and it is not revealed whether he favors taking the commissionership for himself. Should he decline the post, it is understood he will consider favorably recommending the selectio nof John M. Henry, manager of KOIL, Omaha-Council Bluffs.

This would definitely eliminate Prof. J. C. Jensen, director of WCAJ, of Nebraska Wesleyan University, Republican, recently appointed by President Hoover to succeed Maj. Gen. Saltzman, who resigned last July. Herbert L. Pettey, of Kansas City, who handled the radio details of the Democratic campaign, is also understood to have been eliminated as a candidate.

Reynolds Acting Secretary

FURTHER evidence that the Commission will undergo a sweeping reorganization came with the resignation of James W. Baldwin, of Indiana, as its secretary. Highly successful in his three-year tenure as secretary, Mr. Baldwin accepted a call from the NAB to serve as its representative at the forthcoming North American wave length conference and to become one of its permanent officials after that assignment.

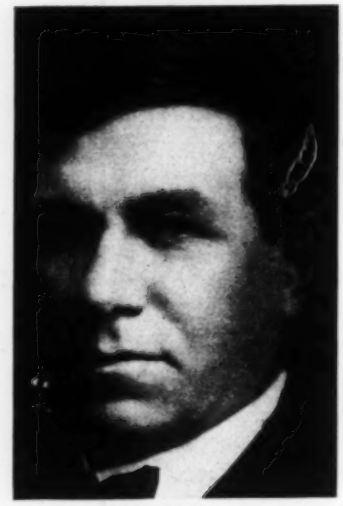
With Mr. Baldwin's departure, effective March 1, John B. Reynolds, of Minnesota, becomes acting secretary. He is regarded favorably by the Commission and stands an excellent chance after March 4 of being elevated to that post, unless Democratic patronage demands interfere.

Sykes Term Expires

REPORTS widely current that Commissioner William D. L. Starbuck, a Democrat from the first zone, has resigned to accept an aeronautical post, were denied by the commissioner. His term does not expire until Feb. 23, 1934. The resignation rumor had spread through the Commission and into the Capitol itself, but was flatly disclaimed by Mr. Starbuck. Stories also were current that the incoming administration might effect certain changes among the Commissioners.

Acting Chairman E. O. Sykes stepped out of office as third zone

(Continued on page 25)



Mr. Mullen

Study of U. S. Incomes To Aid Mart Charting

PURSUANT to a Senate resolution, the Bureau of Foreign and Domestic Commerce, Department of Commerce, has begun a study of the national income for the years 1929, 1930 and 1931—a study which, when completed, will provide a further index to purchasing power that may be used in calculating markets. It is to be completed by the end of this year.

The study will break down income by industrial sources and by form of payment, seeking to determine the income from each industry and whether payments are made in the form of wages, salaries, net profit, interest, dividends, rents, etc. State, county and municipal as well as federal incomes will be included.

Will Use Spots

STARTED in latter February with a test newspaper campaign in Detroit the Detroit White Lead Works, Chicago, (lacquers) beginning March 15, will extend its campaign to include spot radio announcements. The campaign, directed by J. V. Carr, general sales manager, is designed to introduce a new product called "Synthocote", a preparation for cleaning linoleum. Henri, Hurst & McDonald, Inc., Chicago, is handling the account.

WBS in Hollywood

FIRST of the transcriptions to go into production at the Hollywood studios of the World Broadcasting System was "Tarzan of the Apes," produced for Signal Oil Co. and Fould's Milling Co. The studios are located at 1040 Las Palmas Ave., with Pat Campbell in charge.

INCREASING the station membership to 223, the NAB board of directors at its meeting in Washington Feb. 20 and 21, approved 19 applications for membership. The new members are WNBH, WMAS, WSAR, WEVD, KVOS, KPQ, WRBL, WAPI, WBCM, WMAZ, KMED, KUJ, KGFK, KGGF, WJKS, KWWG, WCAX, WMC, and KGMB.

Third Chain Plans Fail To Materialize As Rumors Persist

Edsel Ford's Name Is Linked With Ed Wynn Project

ALTHOUGH dozens of stations have been approached with various propositions for joining "third networks" of sundry descriptions, inquiries by BROADCASTING during the last fortnight have failed to yield conclusive proof that any one of the projects is definitely under way with substantial backing. The so-called Ed Wynn group, which had hoped vainly to get started Feb. 15, remains the main topic of speculative discussion. This project now appears to be complicated with internal friction caused by the filing of a damage suit by one of its prime movers, as reported in the Feb. 15 issue of BROADCASTING.

The name of Edsel Ford, the automobile manufacturer, cropped into the discussions concerning the Wynn-Trendle project, which proposed combining several third chain enterprises and which was said to have the backing of "five Detroit Millionaires", unnamed. While this report lacks official confirmation, it was said that Mr. Ford had advanced some money for initiating the project.

Roosevelt Name Used

EVEN the name of James Roosevelt, son of the President-elect, who is in the advertising agency business in New York, has been linked indirectly to a third chain scheme. One responsible broadcaster estimated that in the last year or so several hundred thousand dollars have been spent on options that were never exercised and on other phases of new chain plans, including considerable traveling expenses of "agents."

The consensus now seems to be that, while a new network is not entirely out of question, it is certainly remote. In the first place, between $5,000,000 and $7,000,000 might be necessary to perfect an organization sufficiently comprehensive to offer a program service approaching that provided by existing networks. Secondly, most of the stations considered in the front rank in their markets already have chain affiliations, although there are notable exceptions. Consequently, the dealings of the new enterprise with its affiliated stations would have to be sufficiently attractive to win over from the existing networks certain of their outlets.

One of the propositions recently offered numerous stations dealt with a projected chain designed to cover only the primary markets in the east and middlewest, entailing reasonably short wire hauls. Fostering this was Jack T. Adams, of the former Adams Broadcasting Service, New York, and later identified with the Whetstone group. Adams was understood to have claimed the financial support of two "Florida millionaires", like the "Detroit millionaires" also unnamed, in a plan which would have linked stations in Boston, New York, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Philadelphia and Washington.

Agency-Radio Order Forms Approved

Broadcasters Endorse Standard Agreements Drawn To Facilitate the Handling of Spot Business

Mr. Loucks

TO FACILITATE the placing of spot broadcasting, and to bring about uniformity in contractual relations between advertising agencies and stations, the NAB Board of Directors at its special meeting in Washington Feb. 20 and 21 approved a standard order blank for spot broadcasting. The Radio Committee of the American Association of Advertising Agencies already has given tentative approval to the blank, which it originally proposed in collaboration with the NAB commercial committee.

Of greatest significance was the writing of a new clause into the proposed standard conditions fixing the respective rights and liabilities of advertisers and stations in such contingencies as libel, slander, unfair competition, unfair trade and the like. Designed to protect stations from possible punitive action, this clause has been the subject of much discussion between the A.A.A.A. and NAB committees.

Modeled After Others

Mr. Gamble

THE FORM is modeled after other standard forms bearing A.A.A.A. endorsement. Approximately 96 per cent of the newspapers and about 100 per cent of the magazines are understood to use forms of similar nature.

Philip G. Loucks, NAB managing director, explained in connection with the action that use of the blank is not mandatory upon any station or advertiser. Stations, he said, are at liberty to utilize the form, or to alter any sections not considered consistent with their own business practices and principles. The NAB convention at St. Louis last fall, he declared, agreed that such a form should be worked out and referred the entire matter to the NAB board.

Can Adjust Items

MR. LOUCKS said further that it has been agreed by the committee of the A.A.A.A. and the NAB commercial committee that if any of the terms of the blank prove impracticable, they will be adjusted by mutual consent. The blank has been the subject of conferences between the two committees for more than a year, and Frederick R. Gamble, A.A.A.A. executive secretary, explained its purposes at the St. Louis convention.

Regarding rates, the form deprecates the practice of "rate-chiseling". It provides that all rates shall be published and that there shall be "no secret rebates or agreements affecting rates."

The tentative language of the form, as agreed to by the NAB board, is published below in full text. Changes in phraseology and clearing up of ambiguities will be worked out by Mr. Loucks in cooperation with Mr. Gamble:

PROPOSED STANDARD ORDER BLANK FOR SPOT BROADCASTING
(STANDARD CONDITIONS 1932.)

NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION — ORDER NO.

CITY AND STATE — DATE

PLEASE FURNISH BROADCASTING FACILITIES TO (ADVERTISER)

FOR (product) — NAME OF PROGRAM

LENGTH OF BROADCAST — HOUR — DAY — TIMES PER WEEK — TOTAL NO. TIMES

COMMENCEMENT DATE — EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS

(A) COMMERCIAL ANNOUNCEMENTS

(B) CONTINUITY — (C) CUE SHEETS — (D) TRANSCRIPTIONS

(E) ADDITIONAL INSTRUCTIONS

RATES:

Per broadcast: Station Charge $..... Talent $..... Line Service $..... Other Charges $..... Total $.....

Total for..... Broadcasts: Station Charge $..... Talent $..... Line Service $..... Other Charges $..... Grand Total $.....

LESS TIME DISCOUNT: ..... % — LESS AGENCY COMMISSION: 15% of Station Charge; ..... % of Talent Charge — LESS CASH DISCOUNT: 2% of net time charge if paid by.....th of month following service

Subject to standard conditions on back hereof. NAME OF ADVERTISING AGENCY, per.....

Standard Order Blank for Spot Broadcasting, "A.A.A.A. Form" Copyright 1932, American Association of Advertising Agencies. Blank No. 1.

I. PAYMENT

(a) The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly *otherwise agreed to in writing.*

(b) The agency agrees to pay for advertising covered by this contract, at the office of the broadcasting station or of its representative, on the last day of the month following that in which the advertising is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified, on the fifteenth of the month following.

(c) In all cases date of payment is material and unless otherwise stipulated the particular date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d) Station's invoices for broadcasting covered by this order shall be in accordance with the stations' log and shall so state on each such invoice.

(e) Invoices should be rendered not less often than monthly but failure to so shall not constitute breach of contract.

(f) The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

II. TERMINATION

(a) This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the contract. In the event

(*Continued on page 28*)

Bourjois' Success Based on Linking Program, Products

Perfume Woven in Episodes, Name of Radio Feature

By LeGRAND L. REDFIELD
Vice President
Redfield-Coupe, Inc., Advertising

IN ANY DISCUSSION of the power of radio advertising, the results of the "Evenings in Paris" programs of Bourjois, Inc., New York, over a period of more than four years presents an interesting example of what may be achieved through intelligent and consistent employment of this medium. This is best borne out by the fact that the "Evening in Paris" series of perfume and other toilet accessories not only was introduced to the women of America solely through broadcasting, but that by means of the "Evening in Paris" program it was built up with surprising speed to a country-wide success that actually justifies the term "sensational."

History of Program

FROM the size and responsiveness of its audience, it seems evident that Bourjois has the knack of selecting entertainment best calculated to strike the popular fancy. The original program depicted two engaging young couples touring famous Parisian night resorts, enjoying realistic evenings in Paris and contributing their talent to the entertainment. After approximately two years, this was changed to a straight musical (vocal and orchestra) presentation with an amusing French master of ceremonies, Pierre Brugnon. This also was continued for two complete seasons.

Last September, beginning their fifth consecutive year on the air, the sponsors departed from the musical type of program and inaugurated a series of mystery dramas called "Mysteries in Paris." This decision was made after an extensive study of the current popular trend in radio diversion. Since facts now point to a very substantial increase in the number of Bourjois listeners, this is another tribute to the sponsors' keen discernment of the public taste.

Commercial Aspects

THE GROWING popularity of "Mysteries in Paris" is doubtless in some measure due to the bright comedy with which the many wierd situations are relieved. The writers have managed to mingle original humor with breath-taking thrills and the result is indeed highly pleasing. Even when the villainous "Octopus" is executing one of his most dastardly coups, Nana, the heroine's elderly companion, manages to get herself into some ludicrous predicament.

From the commercial standpoint, one important element in the success of this perennial Monday evening radio feature is the intimate,

(*Continued on page 31*)

Cigarette Makers Seen Cutting Radio Time During Price War

Lucky Strike Going Off NBC This Summer; Curtailments Expected to be Temporary

SEVERE curtailments in the advertising appropriations of leading cigarette manufacturing clients, one of the largest classes of users of the radio, are foreseen as a result of the current price war declared by the "big four" group of manufacturers to offset the inroads of non-advertised 10-cent brands.

Newspaper and periodical advertising is already feeling the effects in reduced or cancelled space orders. That radio will be hit seemed assured after the announcement on behalf of the American Tobacco Co. that its Lucky Strike programs on NBC will all terminate this summer.

No Unity Uncovered

LIGGETT & MYERS Tobacco Co. (Chesterfields) has made known no plans for cutting its radio expenditures, nor has P. Lorillard Co. (Old Gold), both current CBS accounts. Reports are current in New York, however, that the former will slowly drop some of its six-nights-a-week 15-minute programs, and that the Old Gold account may also be trimmed.

R. J. Reynolds Tobacco Co. (Camels), formerly a large radio user, has not been on the air for some months.

Rumors that the three radio-using cigarette accounts were acting in concert in their radio curtailment plans were generally discounted and lacked any official confirmation. Due to the highly competitive condition of the trade, it is regarded unlikely that they could get together. The chief problem facing all of them is how to meet the new wholesale price reduction of 50 cents to $5.50 per thousand, which has caused retail prices to drop from 15 cents straight, or two packages for a quarter, to 12, 11½, 11 and, in the case of the A. & P. Stores and chain drug stores, to 10 cents per package or $1 a carton.

Cut Called Temporary

IN VIEW of the fact that 6 cents per package goes toward taxes, the cigarette manufacturers and their agencies declare that reduced advertising expenditures are inevitable. Their hope lies in driving out the low-priced brands and returning to normal budgets, perhaps next autumn.

Lucky Strike recently withdrew its Saturday night dance hour on the NBC-WEAF network, and the spot was immediately sold as a dance period to Hudson Motor Car Co. Its Tuesday night series of crime dramatizations and music are said to be scheduled to continue four more times and then to be dropped. The Thursday night broadcasts by Jack Pearl, it is stated, will be continued until June when Pearl goes to Hollywood to do a motion picture.

Lord & Thomas, New York, handles the Lucky Strike account. Officials of the agency and network have refused to discuss the situation, although informal advices from NBC are to the effect that Lucky Strike's curtailment is a temporary expedient and that the account will be back on the air in a substantial way next autumn and winter.

The Chesterfield account is handled by Newell-Emmett, Inc., New York, and the Old Gold account is handled by Lennen & Mitchell, New York. Chesterfield on Jan. 2 renewed its 9-9:15 p.m. spot, six nights weekly, on 64 CBS stations for 52 weeks. Old Gold's contract for the Wednesday night 10-10:30 period, with Fred Waring's Pennsylvanians, started early in February and is scheduled for 13 weeks. Both have four-week cancellation clauses, so that it is unlikely Old Gold at least will drop the remaining eight or nine programs of its series.

American Tobacco Co. in 1932 was first among all NBC sponsors in expenditures, using $1,851,194 worth of network time. The cigar, cigarette and tobacco classification for both NBC and CBS combined last year represented $6,245,223 worth of time, as compared with $5,371,117 in 1931. Radio advertising in 1932 took 42.6 per cent of the Lucky Strike appropriation, 40.2 per cent of Chesterfield, 17 per cent of Camel and .02 per cent of Old Gold. Cigar and other tobacco accounts are not believed to be affected by the cigarette price war.

STATION ON WHEELS
Short Wave Transmitter Aboard Film Special Train

WARNER BROTHERS' "Forty-second Street" special train, which left Los Angeles Feb. 21 on a transcontinental tour en route to the Roosevelt inauguration, is equipped with a 250-watt short wave station in the baggage car. At each of the 15 larger cities in which the six-car train stops the station transmits programs to the major broadcasting units in the vicinity for rebroadcasting.

Frank Murphy, electrical supervisor of Warner Brothers' First National Studios, and Leslie Hewitt, chief engineer of KFWB, Warner Brothers' Hollywood station, built the station. William Ray, assistant manager of KFWB, is handling each broadcast as announcer and director.

Appraisal of Radio Markets is Aided In Trade Surveys Made by Government

Report on Distribution in Less Populated Areas Out; Final Results on National Census Ready Soon

FIFTY-THREE per cent of the potential retail consumers in the United States, and 45 per cent of the retail establishments, are located in rural America or in cities up to 10,000 population, according to a final report from the U. S. Department of Commerce's census of distribution titled "Analyzing the Small City and Rural Market Area." This newly issued report is available from the Department of Commerce for 10 cents.

It shows that these retailers do 30 per cent of the total retail business of the United States. In 1929 this amounted to $15,000,000,000. The report was prepared to assist distributors and research organizations in analyzing this market, and should be highly valuable to advertisers, agencies and station commercial departments. Divided into three sections, the first part gives a description of what is included in the small city and rural market area, together with main facts concerning its retail trade and related data; the second part presents greater detail regarding distribution and related economic data in six specially selected Nebraska counties, and the third part presents detailed data on distribution in other counties in the small city and rural market area.

The Department of Commerce also announces that publication of the final results of the first nation-wide census of distribution is nearing completion and should be available shortly. Among these, containing information hitherto unpublished, in addition to the state figures which have been published, are final United States summaries for "Retail Distribution" (20 cents), "Wholesale Distribution" (20 cents), "Distribution of Sales of Manufacturing Plants" (15 cents), "Wholesale Hardware Trade" (5 cents), "Multiple Types of Wholesaling", a study of establishments engaged in two or more types of wholesaling (5 cents), "Distribution of Livestock" (5 cents).

Reports are now available separately for each state and the District of Columbia for both Wholesale Trade and Construction, while separate final reports for retail distribution are now available for two-thirds of the states. These documents are valuable to anyone calculating potential markets. All of the state reports will shortly be completed.

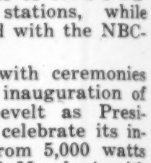
Another report that has been completed is "Distribution of Sales of Manufacturing Plants" (15 cents) and it shows that manufacturing plants in the United States sell 30.8 per cent of their production to wholesalers, 29.1 per cent to industrial and other large consumers, 19.6 per cent direct to retailers, 16.8 per cent to their own wholesale branches, 2 per cent to their retail branches and 1.7 per cent direct to household consumers. Distribution of sales in 1929 to the value of $59,354,616,000 are shown, and separate data is given for 30 industries, with 59 charts showing production of representative industries that did $100,000,000 business or more in 1929.

WHAM and KPO Plan Dedication Ceremonies For 50 Kw. Transmitters

Mr. Fay

TWO NEW 50,000-watt transmitters will soon be in operation with the dedication of more powerful broadcasting equipment at KPO, San Francisco, and WHAM, Rochester, N. Y. The latter will operate with 25,000 watts. KPO is one of NBC's Pacific coast key stations, while WHAM is affiliated with the NBC-WJZ network.

Coincident with ceremonies attending the inauguration of Franklin D. Roosevelt as President, WHAM will celebrate its increase in power from 5,000 watts on the evening of March 4 with a special program in which NBC stars will participate.



Mr. Saxton

The WHAM transmitter is of Stromberg - Carlson design and was constructed at a cost of more than $200,000. It is housed in an addition to the plant used since 1927 by the station for its 5,000-watt equipment, which will be retained as an auxiliary. William Fay is manager of the Rochester station. He has been in radio since 1924, first with WGY, Schenectady, and later with WMAK, Buffalo.

KPO's 50,000-watt transmitter, which will go into operation in April, was designed by the engineering department of the General Electric Co., Schenectady, J. J. Farrell, who aided in the design, is supervising the construction in collaboration with Alfred H. Saxton, chief engineer of the NBC Pacific division. Exhaustive tests were conducted under the direction of J. W. Baker, engineer at KGO, Oakland, before the site was chosen 20 miles out of San Francisco near the town of Belmont.

The transmitter is of the latest design found in the standard RCA-Victor equipment. Thirty-seven tubes are utilized, together with a T-type antenna.

Hudson Signs Quickly

NO SOONER had the American Tobacco Co., (Lucky Strike) dropped its Saturday night period on the NBC-WEAF network, 10-11 p.m., than B. A. Rolfe, former leader of the Lucky Strike orchestra, was given the spot for a sustaining period called the "Saturday Night Dancing Period." Officials of the Hudson Motor Car Co., Detroit, were asked by Douglas Storer, radio executive of the Blackman Co., New York agency, to hear the program, and within 20 minutes they were signed for the sponsorship for a 13-week series, which started Feb. 25. NBC officials say it was the fastest selling of an account on their records.

1933 Survey Reveals 16,809,562 Radios

Nearly 5,000,000 Homes Equipped Since U. S. Census; Greatest Gains Shown in States Lagging In 1930

NINE MILLION radios, nearly 5,000,000 of them going into homes that never had a radio before, have been sold in the United States since the U. S. Census Bureau's official radio census of 1930. As of Jan. 1, 1933, there were 16,809,562 homes with radios, or 56.2 per cent of all households in the United States. With an average of 3.6 persons per family (excluding children under 6 years of age), this represented an audience of 60,514,423.

These are a few of the facts adduced by CBS in a new survey of radio audiences titled "The Flood Hits the Valleys", compiled under the direction of John Karol, CBS chief statistician. Presented as an addition to its other basic broadcasting data, CBS completed this study with the cooperation of five leading radio set manufacturers, representing over 60 per cent of all radio set sales since the 1930 radio census; 783 radio distributors and dealers in 48 states, who contributed actual records of replacement sales in 1930-31-32, and A. P. Hilrose and the McGraw-Hill Publishing Co., publishers of RADIO RETAILING.

Distribution Changes

THE INCREASE of 39.5 per cent in the number of homes equipped with radios since the 1930 census, or 4,760,800 to be exact, is not nearly so surprising as the *locus* of that increase. The CBS report reveals radio homes by states, as did the U. S. Census Bureau's report, but some wide variations from the government census returns are to be noted—to the gratification especially of radio station operators and program sponsors in states which showed a low ratio of radios to homes in the 1930 census.

The story of increased radio ownership and audience by sections and states is most eloquently told in the map and its accompanying figures and by the state-by-state tabulation published herewith through the courtesy of CBS.

The CBS study shows that 8,920,000 radios were sold in the 21 months between April 1, 1930, and Jan. 1, 1933. Of these, 46.6 per cent were replacements, and 4,760,800 went to homes that previously had no radios. In other words, about one out of every two radios sold in that interim went into hitherto non-radio homes.

"While an ideal statistical premise," explains the study with regard to the fact that the manufacturers who contributed data represented only 60 per cent of national set sales, "would require the records of *all* manufacturers, careful investigation indicates that the distribution of sales by the minority of manufacturers who are not represented in these data would not vary significantly from these ratios. It is clearly inconceivable that any variations in the individual sales of smaller manufacturers could keep the 'flood' from sweeping down into the 'valleys' —could reverse the inevitable trend toward higher proportions of set sales where market saturation was lowest.

Re Replacement Sales

"MUCH the same point can be made about the records of replacement sales from 783 representative dealers. Again the trend is unmistakable. Records from scores of dealers within any given state (1) show close agreement with each other within each 12-month period, (2) differ sharply from those of other states where saturation was at different levels, (3) differ less sharply from replacement records for the previous or following year.

"Such consistency is often its own best evidence, both of adequacy and accuracy, but no claim to precision at the right-hand side of any decimal point could reasonably be made."

CBS calls its study "a graphic snapshot of a giant in action." It reveals, it is stated, a "trend which adds coiled springs of inner strength to radio's steady growth . . . Unique among all media, radio, with no 'subscription efforts,' loops its 'circulation' in widening spirals with every million new homes—adding strength where strength is needed, massing new radio listeners wherever ownership has lagged."

It was to be expected that the southeastern states, which made the poorest showing in 1930, should by 1933 make the best showing so far as increases in "radio population" are concerned. For one thing, the wide disparity between homes with radios and homes without radios revealed by the Census Bureau gave the radio manufacturers and dealers something to "shoot at"; since 1930 they have been able to concentrate on markets for which they had more or less exact data. States like Michigan and Iowa, which were high in the 1930 government report, gained by as little as 20 per cent, whereas states like Florida and Louisiana, which were exceedingly low in the government report, gained as much as 40 per cent.

More Accurate Than U. S.

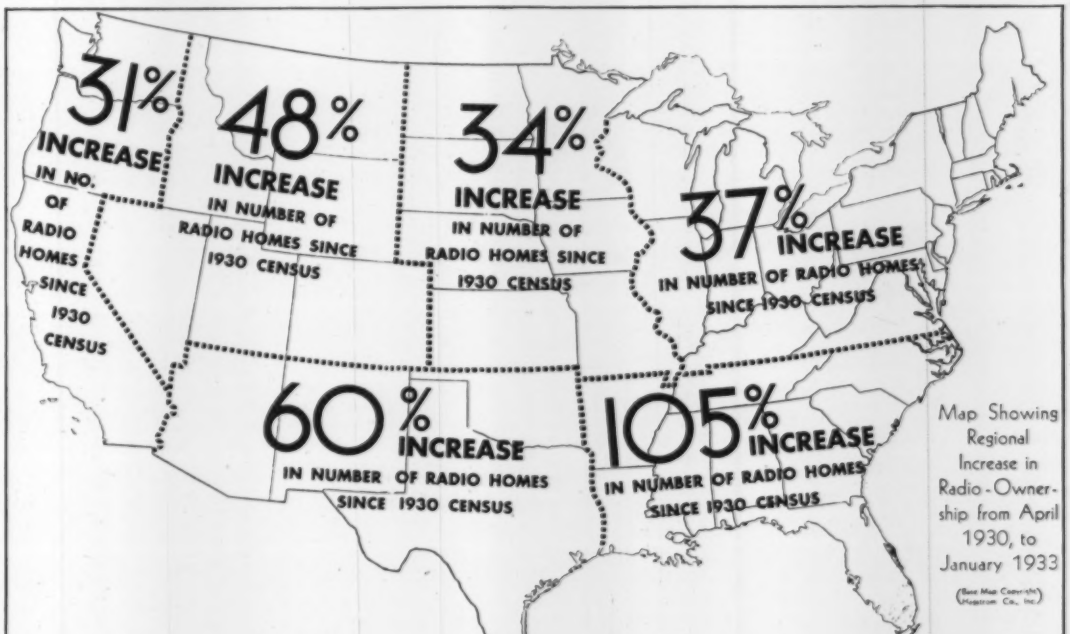
FOR ANOTHER thing, the CBS survey, based as it was largely on known sales in the interim between April, 1930, and January, 1933, was less likely to have the degree of error known to exist in the government's figures. It is well known that thousands upon thousands of citizens, replying to the census enumerators' questions in 1930, either failed to answer the question "Have you a radio?" or deliberately replied in the negative, wrongly. In South Carolina, for example, a proposal had been made in the legislature to tax all radios —something extremely reprehensible to the average American listener.

Throughout the country, too,

How To Localize Census Figures

(State by State Tables on Next Page)

TABLES showing the increases in radio homes by states since the 1930 census will be found on the next page. To calculate 1933 station coverage for a particular city, county or region, it is suggested that the percentage of increase for the state as a whole (as shown in the fourth column) be used to project forward the government's 1930 figures for such individual cities and counties, as released in the separate state, city and county census figures issued by the U. S. Census Bureau.


31% INCREASE IN NO. OF RADIO HOMES SINCE 1930 CENSUS
48% INCREASE IN NUMBER OF RADIO HOMES SINCE 1930 CENSUS
34% INCREASE IN NUMBER OF RADIO HOMES SINCE 1930 CENSUS
37% INCREASE IN NUMBER OF RADIO HOMES SINCE 1930 CENSUS
60% INCREASE IN NUMBER OF RADIO HOMES SINCE 1930 CENSUS
105% INCREASE IN NUMBER OF RADIO HOMES SINCE 1930 CENSUS

Map Showing Regional Increase in Radio-Ownership from April 1930, to January 1933

(Base Map Copyright) Univision Co., Inc.

STATE GROUPS LISTED IN ORDER OF DEGREE OF RADIO OWNERSHIP IN APRIL 1930 (U. S. CENSUS)			NUMBER OF RADIO-HOMES APRIL 1930	NEW RADIO HOMES SINCE APRIL 1930	PERCENTAGE INCREASE	NUMBER OF RADIO-HOMES JAN. 1933	NUMBER OF RADIO LISTENERS JAN. 1933
SOUTH EAST	(Radio ownership at date of Census:	10.5%)	484,404	507,900	104.9%	992,304	3,572,894
SOUTH WEST	(Radio ownership at date of Census:	19.0%)	409,021	247,000	60.4%	656,021	2,361,676
NORTH WEST	(Radio ownership at date of Census:	35.5%)	251,972	191,500	48.2%	373,472	1,344,499
MIDWEST	(Radio ownership at date of Census:	43.1%)	1,430,680	487,500	34.1%	1,918,180	6,905,448
PACIFIC	(Radio ownership at date of Census:	49.2%)	1,132,146	345,300	30.5%	1,477,446	5,318,806
NORTH EAST	(Radio ownership at date of Census:	49.6%)	8,340,539	3,051,600	36.6%	11,392,139	41,011,700
U. S. TOTAL	(Radio ownership at date of Census:	40.3%)	12,048,769	4,760,800	39.5%	16,809,562	60,514,423

propaganda has frequently gone forth about the way most foreign countries support their broadcasting systems, namely, by radio set taxes. This deterred set owners in all parts of the country from answering the radio question properly, for they feared the radio census might be a forerunner of a similar system here.

Every section showed a gratifying increase in radioized homes since April, 1930, as shown by the map. If the interim increases are relatively low for some sections, it is chiefly because of the high standing those sections already had in 1930. The report shows that the proportion of sales by states since April, 1930, has varied *inversely* to the previous degree of saturation.

Thus, the southwestern states show a 60 per cent increase, the mountain states 48 per cent, the north central states 34 per cent and the Pacific coast states 31 per cent. Thus, also, in the southeast, the state of Mississippi, which with only 5.4 per cent of its homes having radios in 1930, shows 18.7 per cent of its homes with radios in 1933. New Jersey's 1930 percentage leadership of 63.4 per cent is wrested away from it by the District of Columbia in 1933, which shows 88.7 per cent—nearly nine out of 10!

The 1930 census showed only nine states and the District of Columbia as having 50 per cent or more of its homes equipped with radios. The 1933 count shows 28 states and the District of Columbia with 50 per cent or more of their homes equipped with radios —a remarkable increase. Only seven states have less than 25 per cent.

These figures are invaluable to advertisers, advertising agencies and stations in calculating potential audience. Taken together with known market and distribution data, with authentic station coverage surveys and with capable estimates of listener habits, they furnish an invaluable guide to any sponsor planning a radio campaign. That they are subject to error is, of course, unavoidable, but it is more than likely that—knowing the high degree of error in the 1930 government census—the new count may be accepted as an irreducible minimum rather than a hopeful maximum.

Notable Increases in Radio Ownership Since April, 1930

States Listed Alphabetically	% of Radio Ownership as of Census April, 1930	Number of Radio Homes as of Census April, 1930	New Homes Equipped with Radios Since Census	% increase in Number of Radio Homes Since Census	Number of Radio Homes as of January, 1933	% of Radio Ownership as of January, 1933
Alabama	9.5	56,235	45,900	81.6	102,135	17.3
Arizona	18.1	19,167	13,100	68.3	32,267	30.4
Arkansas	9.1	40,096	35,300	88.0	75,396	17.2
California	52.0	836,705	231,000	27.6	1,067,705	66.3
Colorado	37.8	100,959	55,700	55.2	156,659	58.6
Connecticut	54.7	212,779	71,400	33.6	284,179	73.1
Delaware	45.9	27,114	16,300	60.1	43,414	73.5
District of Columbia	53.9	67,640	43,700	65.1	111,340	88.7
Florida	15.4	58,128	79,900	137.5	138,028	36.7
Georgia	9.9	64,543	66,400	102.9	130,943	20.1
Idaho	30.3	32,772	13,100	40.0	45,872	42.5
Illinois	55.6	1,072,995	287,000	26.7	1,359,995	70.5
Indiana	41.6	351,090	127,000	36.2	478,090	56.7
Iowa	48.5	308,448	63,000	20.4	371,448	58.4
Kansas	38.9	189,398	54,200	28.6	243,598	50.0
Kentucky	18.3	111,217	58,300	52.4	169,517	27.8
Louisiana	11.2	54,135	77,700	143.5	131,835	27.2
Maine	39.2	77,618	33,700	43.4	111,318	56.3
Maryland	42.9	165,149	73,000	44.2	238,149	61.8
Massachusetts	57.6	588,552	201,000	34.2	789,552	77.3
Michigan	50.6	597,629	139,000	23.3	736,629	62.4
Minnesota	47.3	286,886	77,700	27.1	364,586	60.1
Mississippi	5.4	25,357	22,100	87.2	47,457	18.7
Missouri	37.4	351,298	216,000	61.5	567,298	60.4
Montana	31.9	43,442	18,100	41.7	61,542	45.1
Nebraska	47.9	164,159	39,600	24.1	203,759	59.4
Nevada	30.6	7,795	4,300	55.2	12,095	47.5
New Hampshire	44.4	53,022	21,200	39.9	74,222	62.2
New Jersey	63.4	624,865	194,000	31.1	818,865	83.1
New Mexico	11.5	11,348	7,500	66.1	18,848	19.1
New York	57.9	1,825,723	675,000	37.0	2,500,723	79.4
North Carolina	11.2	72,059	56,000	77.7	128,059	19.9
North Dakota	40.9	59,246	20,500	34.6	79,746	55.0
Ohio	47.7	809,142	327,000	40.4	1,136,142	66.9
Oklahoma	21.6	121,702	48,400	39.7	170,102	30.2
Oregon	43.5	115,948	44,400	38.3	160,348	60.2
Pennsylvania	48.1	1,075,127	488,000	45.4	1,563,127	69.9
Rhode Island	57.1	94,480	41,300	43.7	135,780	82.1
South Carolina	7.6	27,889	26,800	96.1	54,689	14.9
South Dakota	44.2	71,245	16,500	23.2	87,745	54.5
Tennessee	14.3	85,962	97,800	113.8	183,762	30.6
Texas	18.6	256,804	178,000	69.3	434,804	31.5
Utah	41.1	47,632	24,100	50.6	71,732	61.8
Vermont	44.6	39,783	12,700	31.9	52,483	58.8
Virginia	18.2	96,307	87,000	90.3	183,307	34.6
Washington	42.3	179,493	69,900	38.9	249,393	58.8
West Virginia	23.3	87,042	67,200	77.2	154,242	41.2
Wisconsin	51.0	363,265	87,800	24.2	451,065	63.4
Wyoming	34.1	19,372	6,200	32.0	25,572	45.0
TOTAL	40.3	12,048,762	4,760,800	39.5	16,809,562	56.2

Borden Makes Plans

AS SOON as a standardized carton for its products can be designed and manufactured the Borden Ice Cream Co., Chicago, plans to go on the air over a national network. Its initial move in that direction was made in Chicago Feb. 17 with the sponsorship on WMAQ, of a 15-minute act, "Mr. Twister", which is to run until March 17. If by that time a satisfactory uniform carton has been decided upon, it is understood the program will be extended to an NBC network. The Borden Company controls or owns ice cream plants in several key cities with each plant marketing its products under respective names. "Mr. Twister", originated by Jim Jordan, is a "brain teaser" and riddle program that has been a WMAQ sustaining feature for several months. The account is handled by Aubrey & Moore, Chicago.

Furniture Firms Sell

RADIO is being used effectively by furniture companies in the west mid-continent area, with some devoting as much as 50 per cent of their advertising appropriations for this medium, according to a report of the Department of Commerce. The average expenditure for radio by the firms using the medium is 17 per cent. The report states that newspapers, direct mail, billboards and radio, in the order given, are the advertising media found most generally productive of results in this area. Copies of "Furniture Distribution in the West Mid-Continent" are obtainable for 15 cents from the Department of Commerce, Washington.

Bernie on Tour

BEN BERNIE and his orchestra are carrying the banner of Blue Ribbon Malt into theaters on the Publix circuit in a 12-week tour of the eastern half of the country, which began Feb. 27. Harold O. Totten, NBC-WMAQ sports broadcaster, has been assigned to accompany Bernie as press representative on the request of the advertiser. Totten will travel with the orchestra until the opening of the baseball season in Chicago, April 12, when he will return to handle the baseball broadcasts for the summer. Bernie and the orchestra are to return to Chicago in time for the opening of the World's Fair.

Canadian Commission Won't Renew Licenses Of Obsolete Stations

By JAMES MONTAGNES

HITTING at obsolete broadcasting in Canada, whose equipment dates back five years or more, the Canadian Radio Commission has announced that unless new equipment is provided by these stations, their licenses will not be renewed April 1, the beginning of the fiscal year in Canada.

At the same time the Commission will insist more forcefully on the Canadian government regulation that advertising must form only 5 per cent of any program. This will be a body blow at spot advertising, which is bringing a good income to many Canadian stations today.

Canadian radio stations have since 1929 been shy of investing money in equipment that was not absolutely necessary, since there was considerable uncertainty until a few months ago as to the government's nationalization of broadcasting. Now that it has been definitely stated by the Commission that no government-owned stations will take the air until money is freer for this purpose, broadcasters are beginning to spend some money on improved equipment.

On the major programs advertising has already lessened, and the shorter periods will have to make snappier lines to put their message across in the allotted time.

The Commission has $1,000,000 to spend on improving broadcasting and expects to spend half this amount on symphonic and band programs as a starter, each of these concerts costing between $2,000 and $2,500 for national hook-ups. Income from radio licenses at $2 each is estimated at approximately $1,500,000 for the coming fiscal year, and this will go entirely to the Commission. which is now located in a suite of offices in the new National Research Building at Ottawa.

Canada's Radio Budget $562,975 Over 1932-3

CANADA'S estimated radio budget for the fiscal year 1933-34 provides for an increase of $562,975 in appropriations or a total of $2,159,375, according to a report to the Department of Commerce from Commercial Attache Lynn W. Meekins, Ottawa.

Estimates indicate that $100,000 will go to the Canadian Radio Broadcasting Service, $679,550 to construction and maintenance of ship-to-shore stations, $280,400 to the general improvement of reception conditions and $199,425 for the maintenance and operation of the Northwest Territories radio system by the Department of National Defense.

HERR WILHELM WAGNER, associated with German broadcasting since 1923, has succeeded Prof. Friedrich Georg Knopfe as director of the Berlin Funk-Stunde, who has resigned after serving in that post since its creation 10 years ago.

Why Dealer Cooperation is Important

Retail Men Held Enthusiastic But Often Uninformed By Radio Sponsors of Products They Handle

By E. P. H. JAMES
Sales Promotion Manager, NBC

Mr. James

RETAIL DEALERS are eager to make special displays of radio-advertised products if they are informed about the broadcast program, according to Mr. James, and if store displays are not numerous the advertiser, rather than the dealer, is to blame. Even occasional post cards reminding retail men of a program and suggesting special window arrangements have been found effective by a drug store chain. More elaborate campaigns to enlist the co-operation of the dealers are suggested as a means of increasing sales.

SUPPOSE you operate a grocery store and I am Mrs. Consumer. I listen in to the radio program of the Doe Cereal Company. I enjoy the program and decide I will have to try a box of Doe Cereal some time. One morning as I approach your store I see a poster in the window, featuring this program. Inside, on the counter and elsewhere, I see furthur displays tying-in the product and the program.

These tie-ins remind me forcibly of my favorable interest in Doe Cereal and impel me to go through with my intention of buying a package. Maybe I needed this final reminder at the point of sale to make me a purchaser.

The same condition holds true whether it be the Doe Cereal Company and a grocery store, or any other kind of manufacturer and any other kind of retail store. To get fullest possible results from his program, the broadcast advertiser should keep his dealers supplied with live information and tie-in material concerning his radio campaign.

Dealers Cooperative

DEALERS are really enthusiastic about radio. Ask a few of them yourself, and you will find them ready and willing to display such material.

Dealers want to know about broadcast advertising, because they know it is a real sales help to them. Any advertiser who does not appreciate the tremendous power of broadcast advertising in connection with dealer relations, is missing one of the chief attributes of the medium. Almost daily, the National Broadcasting Company is receiving evidence of dealer interest in broadcast advertising programs, and by this we mean an interest which expresses itself in active cooperation with manufacturers, and in a real desire for display material or other selling helps, tied-in with the broadcast advertising program.

Quite apart from the desirability of giving dealers adequate display material, it is important that they at least be made thoroughly familiar with your radio activities. They can turn this knowledge to good account in talking with their customers, and in moving goods from their stock. This is no "theory." It is borne out by the experience of many broadcast advertisers who have remained active on the air throughout the depression—who have continued broadcast advertising very largely because of its very potent influence upon dealers.

Advertisers Lax

IN VIEW of this keen dealer-interest, it is unfortunate that a better job is not being done by more advertisers to cash in on the dealer cooperation which lies within their grasp.

Recently, a local chain drug store organization wrote to a number of broadcast advertisers, asking them what arrangements they had made to keep the trade informed about their broadcast advertising programs. The replies they received disclosed many varied attitudes toward this important phase in merchandising. Some advertisers called attention to bulletins, salesmen's portfolios, broadsides and other merchandising aids which they used to acquaint dealers with their broadcast advertising campaign. However, their replies indicated that while they had used one or more of these methods, they felt that an inadequate job had been done, and indicated that in the final analysis, the burden of notifying and educating the dealers was allowed to rest on the shoulders of manufacturers' and jobbers' salesmen. The thoroughness of each individual salesman determined the success of their merchandising activities.

A few indicated that they had used trade paper advertising to reach the dealers, while others simply trusted in the hope that consumer demand would itself give the dealer all the information he needed about their broadcast advertising.

Some advertisers had launched their radio campaign with a volley of dealer mailings and salesmen's portfolios, explaining the purpose of their campaign and invoking the dealer's cooperation. However, there was a lack of follow-up. It is clearly of the utmost importance that a consistent follow-up be used, since the dealer's memory is notoriously short and he needs stimulation from time to time.

Post Card Will Do

THE DRUG STORE chain which conducted this questionnaire of broadcast advertisers suggests that monthly reminder cards be sent out to dealers and jobbers covering the high spots of the radio campaign, advising them of changes in the stations or in the program, and giving them suggestions and ideas for window and counter tie-in material. It is undoubtedly a practical suggestion for some advertisers.

The recent increase in postal rates and the desire to keep down the cost of a series of mailings should not blind the advertiser to the very great importance of making certain that every one of his dealers and salesmen be kept informed of the power of his radio program to give them something of unusual interest to talk about and to help them make sales. A government post card will do the job. The time of the program, the station or network broadcasting it, and details of interest about the program should be a basic part of every message.

The influence of the dealer on the success of your sales campaign should not be overlooked, and when he shows an interest in cashing in on one particular advertising medium—as he shows in the case of broadcast advertising—a well planned and up-to-date campaign of dealer information should not be postponed or set aside.

"Middle Aisle" of WBAL Exhibit of Radio Products

MORE THAN 8,000 persons visited an exhibition of radio-advertised products, staged by WBAL, Baltimore, in the auditorium of the May Company's department store in February. More than 40 advertisers, including local sponsors as well as NBC-WJZ clients, were represented in the exhibit without cost to them.

The May Company and WBAL advertised the exhibit in newspaper displays, on posters and over the air. The radio station had a large display of pictures showing the inside of its studios and transmitting plant at the exhibition.

Purnell H. Gould, commercial representative of WBAL, conceived the idea and developed it in cooperation with F. R. Huber, director, and Stanley W. Barnett, manager.

With Ball Teams

ACCOMPANYING the Chicago Cubs and White Sox on their annual training trips to Catalina and Pasadena in February were Pat Flanagan, sports announcer of WBBM, Chicago, and John O'Hara, sports announcer of WJKS, Gary, Ind. Pat Flanagan's "Sport Hunches" preceding the home games of the Cubs and White Sox will be sponsored for 13 weeks by Nunn-Bush Shoe Co., Milwaukee, account being handled by Neiser Meyerhoff, Milwaukee.

Special Auditions

NBC is holding daily auditions for radio talent in the hope of unearthing new and attractive features for both radio and stage. The best of the daily auditions are held each Monday night and presided over by a special committee consisting of representatives of the NBC's Artists' Bureau and program and publicity department.

"THERE she goes! The Northwest Airways eastbound mail and passenger plane!" This daily spot announcement is heard at 11:10 a.m. over KFYR, Bismarck, N. D., as the plane passes over the city on its scheduled run. It is used to augment the regular advertising schedule of Northwest Airways over the station.

Radio Journalism on the Job at Miami

CBS "Covers" Attempted Assassination of Roosevelt In Record Time, With First-hand Accounts

By EDWIN C. HILL
CBS News Commentator

Mr. Hill

COLUMBIA "covered" speedily and thoroughly the attempt at Miami, Fla., to assassinate the President-elect. I had arrived at the Madison Avenue headquarters for my regular evening talk. Just before I was to go to the microphone I was informed of what had taken place, only a few minutes before, down in Florida. With little more than the biggest news of all —that Mr. Roosevelt was safe and uninjured—I put the first bulletin on the air. And here is the story of how CBS was able to score one of the biggest beats in 20 years.

WQAM, CBS outlet at Miami, was broadcasting President-elect Roosevelt's reception in the city. Edwin K. Cohan, Columbia's technical director, happened to be spending his vacation at Miami. At the time of the broadcast he was on Miami Beach, listening to WQAM through a portable receiving apparatus. As Mr. Roosevelt finished his short talk, the popping of pistol shots and the whole excited clamor were picked up by the microphone. Cohan heard enough to guess what had happened. He ran to his car and speeded for WQAM, breaking all records between the two points.

CBS Gets Busy

HE PUT through a long distance call to CBS headquarters in New York, and while waiting for his connection verified the essential facts. With his emphatic statement of the truth and accuracy of those facts, I was able to put the news on the air at 10:30 p.m. as a rather startling introduction to "The Human Side of the News."

In the meantime, the CBS organization in New York was humming like a dynamo. The publicity director, Paul White, summoned from Brooklyn, hastened to the studio and took charge of his end of the preparations for further news. Vice President Lawrence Lowman was in authoritative charge of subsequent developments. Under his instructions, Cohan, at Miami, swiftly arranged to give CBS listeners an eye-witness account of the attempt on the life of the President-elect.

Round-about Hookup

A SEEMINGLY circuitous wire route was found to be the speediest way of linking Miami to the chain so that WQAM could originate a broadcast. Reversal of the regular network facilities would take too long. Therefore it was decided to employ a special line. The part of the Dixie leg from Denmark, S. C., to Miami was reversed. The permanent loop from Denmark to Nashville, fortunately, could be employed without reversal. From the Tennessee city to Dayton, O., it was necessary to install a special radio-line, where the program could make contact with the round-robin circuit. Obviously, in broadcasting a straight line is not always the shortest distance between two points. From Dayton the program was fed into New York, then retransmitted to the entire network.

At midnight, I was on the air again. It was one of the exciting moments of my radio career when I said, " . . . and the next voice you will hear will be that of Columbia's representative in Miami, Florida." After an imperceptible pause, Cohan's words came through clearly.

Eyewitness Account

AT MIAMI, Fred W. Mizer, manager of WQAM, who had just passed through the thrilling experience of being at Mr. Roosevelt's elbow when the shots were fired, followed Cohan on the air with his eye-witness story. Mizer had been in charge of the Bay Park broadcast. He was just unhooking a lapel microphone from Mr. Roosevelt's coat when the bullets began to sing. He was thoroughly qualified to give a clear word picture of what had occurred —all the more vivid because of his natural excitement.

As Mizer finished talking, Norman MacKay, WQAM program director, returned from the *Nourmahal*, Vincent Astor's yacht to which Mr. Roosevelt had been driven immediately after the shooting. MacKay had gone there to offer to the President-elect the facilities of the CBS network. Mr. Roosevelt took immediate advantage of the offer and gave MacKay a message to be broadcast—his personal assurance to the people that he was unhurt.

Immediately after the conclusion of the eye-witness broadcast from Miami, I gave a list of the injured and the news of Mrs. Roosevelt's receiving the message in New York. With the story pretty thoroughly covered, except for some details that were still unknown even in Miami, Columbia closed the broadcast of this remarkable event. While Columbia's audience was the beneficiary of one of the greatest "beats" in many years, the chances are that the broadcast acted as a spur to newspaper circulation. Past experience indicates that people are eager to read at leisure, and with a multiplicity of detail not always available to these sudden and exciting air broadcasts, the full details of what they had heard over the air.

THEY VAS DERE, SHARLIE!

Fred Mizer Witnessed Shooting and Described It on Air; —WQAM Manager in Line of Fire—

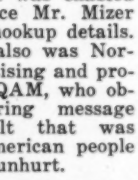
Mr. Mizer

THOSE who were tuned to the radio the night of the attempted assassination of President-elect Roosevelt, and those who may have seen later newsreels of the occurrence, know that radio was "hot on the job" to give the American public first-hand information of the shooting. Scores of stations had the first news in many cities, generally getting their flashes from their newspaper tieups, but it remained for WQAM, Miami, to have its men right on the spot at the time—indeed, right in the line of the assassin's fire.

Mr. Cohan

The radio reporter that got the thrill that comes once in almost any reporter's lifetime by giving the national audience a first-hand account of the shooting, was Fred Mizer, manager and announcer of WQAM, Miami. If anyone doubts he was there, let him witness the various newsreels in which a white-clad figure can be perceived taking the lapel microphone from Mr. Roosevelt's hand just as the President-elect had finished his address to the Miami gathering and the WQAM audience.

As narrated by Edwin C. Hill on this page, Mr. Mizer was only too well qualified to give the CBS audience an eyewitness account. It was a coincidence, too, that E. K. Cohan, CBS technical director, happened to be in Miami vacationing at the time and was enabled not only to introduce Mr. Mizer but to arrange the hookup details. Acting as reporter also was Norman MacKay, advertising and program director of WQAM, who obtained the reassuring message from Mr. Roosevelt that was broadcast to the American people to tell them he was unhurt.



Mr. MacKay

Mr. Mizer has been manager and chief announcer of WQAM since its inception in 1921. Born in Rome, N. Y., Aug. 10, 1895, he was educated in the public schools of Newark and attended business college there. In 1914 he joined the Fidelity Trust Co. When the United States entered the war, he enlisted in the cavalry. Upon his discharge he went to Florida with a wholesale grocery house. In 1920 he became office manager for the Electrical Equipment Co., operator of WQAM, which he helped found.

Mr. MacKay is a native of Providence, R. I., and was graduated with the 1922 class at Brown University. In college he was active in music and drama. Following graduation, he conducted a dance orchestra, sold real estate, stocks and bonds and newspaper advertising. In 1925 he married and immediately went to Florida to write publicity during the real estate boom. He joined the MIAMI HERALD staff shortly afterward, and in 1929 was offered the advertising and program directorship of WQAM.

County Paper on Radio In Defiance of Warning By State Press Group

ON THE DAY after the secretary of the Nebraska Press Association had warned country newspaper publishers against radio as "the monster" which was keeping them from getting national advertising, the WAYNE (Neb.) HERALD signed a contract for an hour's time daily on WJAG, operated by the NORFOLK (Neb.) DAILY NEWS.

Wayne has a population of 2,360 and is 35 miles from Norfolk; the broadcasts are conducted via remote control. E. W. Huse, owner of the WAYNE HERALD, a 14-page weekly, announced editorially:

"The expense is considerable and the responsibility is large, but possible benefits are inestimable. The idea is to bring to Wayne County communities the larger advantages that they deserve. The HERALD believes the broadcasting instrumentality now turned to avail will serve a most valuable purpose in emphasizing the advantages of Wayne county and in making the growing city of Wayne more useful and more attractive. As an entirely new venture in the weekly newspaper field, we can only conjecture on accruing results.

Hobgoblins of Fear

" 'GOING on the air' as radio fans would say, instead of just staying up in the air, as the depression would suggest, will be in harmony with attacks on hobgoblins of fear —in harmony with efforts to restore confidence as a basis for market upturns. If better times be just in the offing, the new service will be functioning, thus enabling the Wayne territory the better to tune in on the wave of prosperity as it returns."

A. C. Thomas, manager of WJAG, commented on the attack on radio by the Nebraska Press Association's secretary thus:

"The secretary of the Nebraska Press Association, as he grows older, will learn that you can't build permanently by tearing down. He will learn that radio is an established advertising medium, the same as magazines and bill boards, which this same association has fought unsuccessfully in the past. He will learn that it doesn't pay to use questionnaires to survey radio programs which originate in Ventura, Cal., and leave space only for critical remarks and none for commendation."

A Juvenile Program That Pleases Adults

By CLARK KINNAIRD
Eastern Director, Hearst Radio Service

"Cowboy Tom" Sells Typewriters Locally, Then Nationally; Novel Merchandising Plan Held Secret of Success

Mr. Kinnaird

A NEW YORK typewriter distributor found a children's program so successful in selling his product that the manufacturer assumed sponsorship on a national scale. The story of this feature's origin and development reveals the secret of adult patronage of a juvenile program. More important, perhaps, is the plan suggested by WINS to offer typewriters for ten cents a day, a sales figure small enough to lure children and win over parents. "Cowboy Tom's Roundup" now has two New York sponsors, besides a national sponsor over CBS.

A TYPEWRITER distributor used a children's program on a single 500-watt station to sell a $41 product directly to the public, and in 10 weeks nearly $75,000 in sales resulted at a cost of less than 5 per cent for time and talent. Back of this program is a story that should be of interest to every advertising agency and station program builder.

The program is "Cowboy Tom's Roundup". The station is WINS, New York. The sponsor who got the results (and is still getting them!) is Walter Drey, New York distributor of Monarch typewriters, a product of the Remington-Rand Corp.

Starts on Both Nets

MOST of the country knows about this program now, because the phenomenal results obtained from the program on WINS led the Remington-Rand Corp. to arrange for its presentation nationally. One Sunday in December, radio history was made when an independent station fed the same commercial program to both the NBC and CBS networks. The sponsor intended to continue the program on both chains, but one network declined to carry a feature broadcast by the other.

"Cowboy Tom's Roundup" is not a distinctly juvenile program. That's why it's such a success. Last month WINS staged a birthday party for the Roundup at the Roxy theater. The admission charge of 25 cents went to the NEW YORK AMERICAN Unemployment Relief Fund. Half of the 2,000 attending were adults. We watched them going in, and many of them were unaccompanied by children.

But this isn't the answer, perhaps, as to why the program is selling typewriters. The answer is the merchandising plan that our station suggested to the distributor which was to sell the typewriters for "ten cents a day." The buyer pays $3 down and 70 cents a week—10 cents a day. That small amount appeals to children and they find it easy to sell the idea to their parents. Also, we sell the listeners the idea that a typewriter helps the kids learn to spell and makes school work more interesting.

Origin of the Program

THIS has given rise to speculations as to just what is the secret of "Cowboy Tom's" unusual pulling power. As one who had a part in the inception and development of the program, I have been asked to answer the question.

"Personality" doesn't answer the question. The secret lies in the formula upon which the program is based. When WINS was established in January, 1932, as the successor to WGBS, it was obvious that its first need was a good children's program. It was also obvious that if we started a program we'd have to make it unique and extraordinarily attractive if we expected to take listeners away from popular juvenile programs on the larger stations in the late afternoon.

We didn't want another radio "uncle". We didn't want to be condescending to the children. We didn't want to be reminding them constantly that they are "little folks". And, most important of all, we wanted a children's program that parents would be willing for the children to hear. This last point is important because some programs that are aimed at children and interest them bore parents. The result is that parents see to it that the receiver is tuned to another station. In a one-set home, children don't get to listen to children's programs if parents don't like them.

Children Gave Inspiration

I SAW some boys playing "Cowboy and Injun" in a crowded city street and that gave me the idea. As originally planned, the program was to be laid around a campfire in the west, where wanderers would tell and sing of their adventures. I had noticed how my own boys were particularly attracted by train effects on the air, so an arriving and departing train effect was worked out at the opening and closing.

To make the program exciting, plenty of noisy effects were provided. The hero obviously had to have a name that denoted courage and alertness, so the character was dubbed Tom Keene. The program was known as "Tom Keene's Roundup" until we learned to our surprise that there was a movie player featured in western pictures who bore that cognomen, so we shortened it to "Cowboy Tom".

When several scripts had been outlined, announcers at the station were given auditions for the part of Tom. None of them was satisfactory. Then fate brought us an ideal man for the part—George Martin, who had resigned as editor of FARM AND FIRESIDE a few months before and who is a native of the Nebraska plains. His career in the magazine and newspaper fields had given him a wide knowledge of the interests of children. When it was first suggested that he do a children's program, he was hesitant to try it. He was afraid he couldn't be like the children's entertainers who were already on the air. That was just what wasn't wanted.

Building the Cast

MARTIN, or Cowboy Tom, which he became the last week in January, 1932, immediately injected elements into the idea that made it appeal to parents, too. We immediately discovered that he was a good story-teller, but he couldn't sing, and songs were an element we wanted in the program. A rangy Canadian cowboy, Doug McTague, was making an occasional appearance on the station. I suggested that he appear with Cowboy Tom as a guest performer one afternoon. He did. He became a regular performer from that day. Cowboy Tom developed the singer into one of the stars of the program. Children don't care anything about songs of love or sentiment. They want to hear lyrics that tell a story or paint an adventurous picture. So Doug stuck to songs of the range.

The core of the cast was completed a few weeks later when Joe Shunatona, chief of the Pawnee-Otoe Tribe of Oklahoma, volunteered his services. He created the character "Skookum", who provides the comedy element. Since that time only one change has been made in the cast: Tex Ritter, "The Lone Star Ranger", replaced McTague when the latter had to return to Canada.

Huge Club Membership

ORIGINALLY the program was on 15 minutes a day, five days a week. From the beginning the name of every new member of the Roundup was read over the air. This soon began to take up so much time that it was necessary to increase the program to 30 minutes, six times a week.

Parents wanted their children to join because we asked every member to pledge to "watch out for the cars" and to be "careful in crossing streets". Saturday broadcasts were omitted until a demand from listeners made it necessary for Cowboy Tom to appear on this day too. But instead of a late afternoon hour, a morning period was chosen, as it was found more children were home then. It is no longer possible to read the names of all the new members of the WINS Roundup Clubs, for they come in at the rate of 5,000 to 6,000 a month.

By early summer, "Cowboy Tom's Roundup" had assumed its present form: that of a wild west variety show, presented by authentic characters, sincere in its manner, entertaining in its routine, informal in its showmanship.

Test Shows Popularity

THE FIRST test of the program's pulling power was made in August. Martin wanted to hold a big party for members before school opened. The management of Luna Park, Coney Island, cooperated by providing a special combination ticket for Roundup members, to be obtained only on presentation of the membership card and payment of 83 cents.

The party was plugged daily for three weeks. This would represent an advertising outlay of $750. Nearly 15,000 boys and girls turned out for the party, paying 83 cents for their tickets, representing at least $12,500 spent at Luna Park.

This proof of the spending power of the audience clinched a contract with Bost Toothpaste Co. Through contests conducted on the Roundup this firm was able to prove such a great demand for its product that the Woolworth Stores, which had refused to handle the toothpaste previously, bought, and are continuing to buy, large quantities of it. Other outlets for the toothpaste were also obtained.

Broadcast Schedules

MEANWHILE the WINS commercial department had worked out the merchandising plan for

(*Continued on page 34*)

How Musical Programs Make Sales

Wide-awake Director Must Know Audience's Tastes; Price Quotations Expected to Reduce Announcements

Mr. Paige

THE MODERN trend in radio programs is to let music do most of the talking that was recently done by long-winded announcers, says this distinguished conductor and program director. Whereas, in the old days an orchestra and perhaps a soloist were linked with a commercial announcement more or less haphazardly, today the progressive program manager tries to adjust every program, even to the music, to the tastes of his audience.

By RAYMOND PAIGE*
Music and Program Director
KHJ, Los Angeles

"SAY IT with music" has gradually come into its own so far as radio is concerned.

Most advertising agency executives have long recognized this fact. Of course in the gradual process of building up finer and broader musical broadcasts, a few near-sighted sponsors have perhaps dwelt a bit longer on sales talks than necessary. But the recent action of the networks in allowing reference to prices has already exerted a tremendous influence in cutting down sales talks.

The trend of recent months apparently points toward a 1933 policy in which sponsors will practically eliminate sales talks, as such, and will depend to a far larger extent on direct reference to price. This will naturally make it possible to devote more time and attention to musical portions of the broadcast menu.

Program Carefully Planned

ONCE upon a time practically every program on the air was created by gathering a few orchestral tunes, plus a smattering of vocal effort and the usual run of commercial plugs. Gradually each program supervisor devoted more attention to making each selection fit more or less into the program theme. Considerable effort was expended to make a suitable tie-in between the sponsor's product and the type of the broadcast.

Today the radio program manager meets in daily conference with the sales department and carefully studies each individual problem of program structure. A charting is made of each point to be made in mapping out the course of procedure. The problem is clearly defined; the type of people to be reached, their buying habits, seasonal qualties, type of talent and perhaps a dozen other items that must be listed for each commercial program.

It would be difficult to say what numbers make the biggest hit over the air today. All, of course, have their following.

The Tschaikovsky "Overture of 1812" never wanes in radio interest. Gershwin's new "An American in Paris" creates a vivid impression, though it can only be played with special permission. Wagner's "Tannhauser Overture" is another popular favorite. These are naturally some of the standards and should not be confused with the popular, airy tunes of the day. Most of these are here today and gone tomorrow.

Since we are living in a world in which conditions are constantly changing radio programs, too, must be in a state of fluctuation. For instance, our "California Melodies" transcontinental was originally created as a more or less straight dance broadcast. But more recently an orchestral program immediately followed the melodies and it became necessary to revamp the feature completely. This was done and the new creation brings the variety of a popular symphony, the studio orchestra, a gypsy ensemble, the sweet music aggregation (no drums), organ and individual vocalists.

Studying Changing Tastes

THE EVER-CHANGING trend of the times must be studied consistently and constantly by advertising agencies as they select the stations, study their sponsor's product and the potential and actual market. But the radio stations, too, must devote considerable thought and effort along similar lines. Their merchandise activity must be extended as an adjunct to that of the agency.

The broadcaster knows his public, what artist personnel he can draw from, the musical library collection, the "coverage" of the station, the best time on the air for certain types of commodities, and other necessary information.

Best of all, the station staff knows what has been done along similar lines in the past. This is extremely valuable, not as a means of copying, but of avoiding the stereotyped phrases and procedure of past performances.

The advertising dollar brings more than it has in a decade. But, at the same time, appropriations are smaller than usual. So it behooves the creator of each program to get the most out of every second on the air.

*Mr. Paige was signally honored by being invited to become a guest conductor at the famed Hollywood Bowl last summer. What is more, he was called back for two return engagements. He was the first radio director to appear in the bowl. Twice a week he is heard over CBS as he directs two programs originating in Los Angeles and going eastward. One of these, "California Melodies," (midnight Saturdays, EST) has been on the air for some time while the new "Omar Khayyam" series (Thursdays at 9:30 p.m., EST) started early in October.

MUSIC ESSENTIAL TO RADIO

No Matter What be the Commercial Program, It Provides Background, Says Teacher

CALLING music "the essential atmosphere" of a radio program, David Grosch, vocal instructor of Kansas City, recently devoted one of his weekly "Sing Talks" over KMBC, Kansas City, to explaining the reasons why an advertiser must usually include some music in his radio program, no matter how little connection it would seem to have with his product. Mr. Grosch said, in part:

"A well-known manufacturer of rubber tires talks to his radio audience weekly, but preceding his talk a noted singer, a great artist, entertains you, thrills you with his beautiful singing. An orchestra made up of musicians who have given their lives to music plays not only accompaniments but orchestral works of many of the great composers. May I ask, if music is not essential, why doesn't this great manufacturer attract you by using the odor of rubber and sending it to you over your radio set?

Soothes Tired Nerves

"OF COURSE he can't, but if he could, would it be pleasurable? And again, on another program, you hear a short talk about powdered soap, followed by a serial, a mystery drama, which is preceded by what? Why, by music, the atmosphere, the thing which essentially is a part of the production would be lost entirely if it were not for the musical accompaniment.

"Then another program is offered by a great public utility, which furnishes you with light when all around is darkness. Some wonderful phenomena are presented all referring to light, artificial light, but withal there must be music—the program would be incomplete without it.

"Again we listen in, and here we have a great oil refining company, purveyors of oil and its by-products, and what do they do? Do they permit you to smell the oil or to taste it? Oh no! That would be unpleasant. On the contrary, they please you; they sooth your tired nerves with music. Music first, oil afterwards.

Necessity, Not Luxury

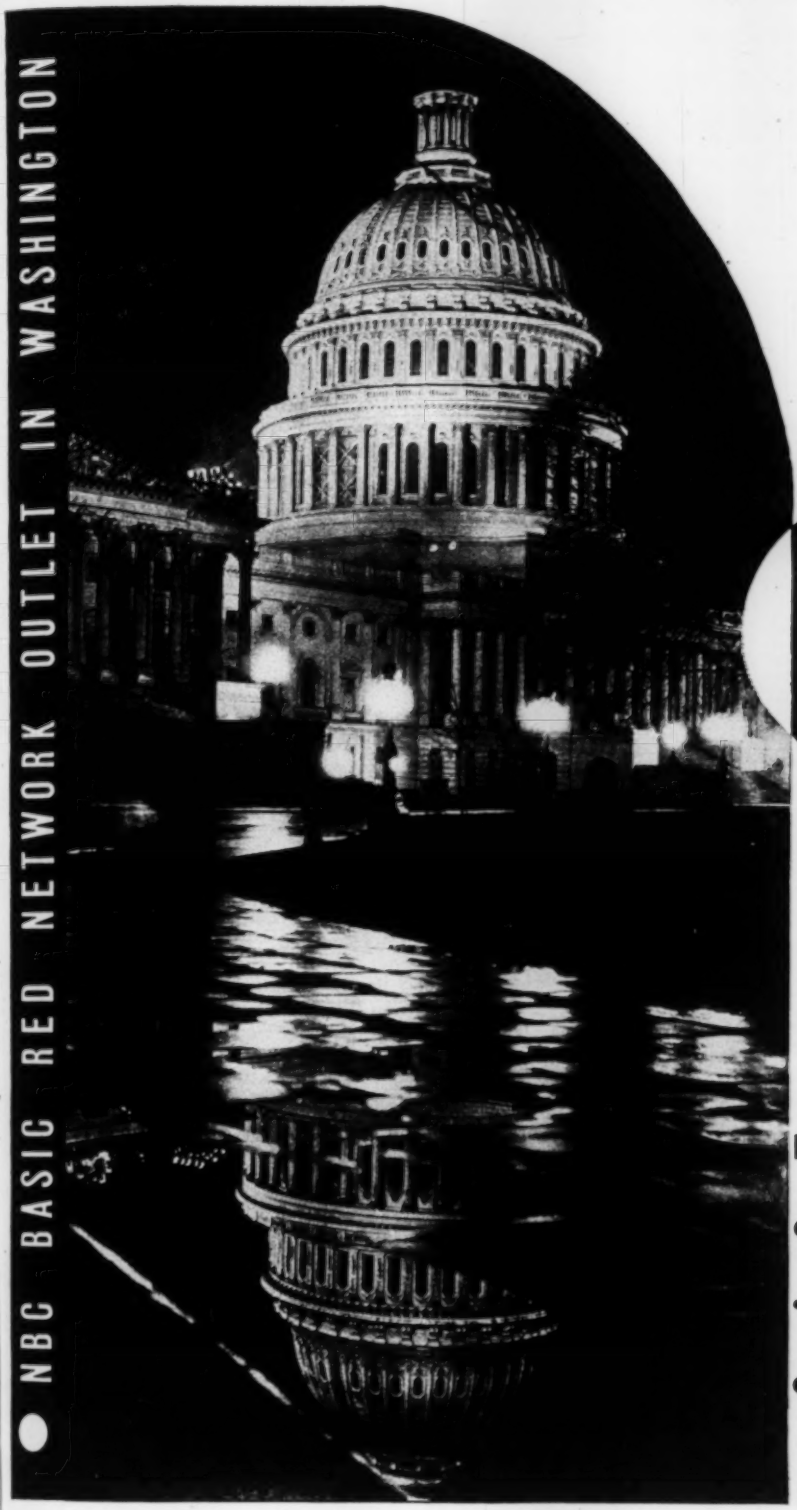
"WHEN we travel, shall it be by bus? Yes, it shall. But how do we advertise it? How do we approach the public? Do we do it by opening the cutout or by allowing the possible patrons to smell the exhaust fumes? Certainly not. We advertise our bus conveniences by music, written by intelligent, painstaking musicians and performed by trained musicians under the able direction of another personal friend who plans, arranges for them, and conducts them in performance.

"Again I say, music is more than a luxury; it is a necessity. Patrick Henry said, 'Give me liberty, or give me death.' But do we stand and uncover our heads for that saying? We do not. We uncover to the strains of 'The Star-Spangled Banner' or of 'America.' Within the past few months there passed to his eternal rest a musician who inspired, who stirred our very souls with his strong, thrilling, rhythmic and melodic compositions. I am speaking of John Phillip Sousa. Did propaganda spur us to victory in the great World War more than the musical compositions of Sousa? It did not."

Jolson Off Air

NEW YORK radio editors were told by Al Jolson that a disagreement with his sponsors, Chevrolet, led to a cessation of his contract after the Feb. 24 performance, though it was due to expire April 7. He stated he intended to stage scenes from "The Jazz Singer", recount his romance with Ruby Keeler (Mrs. Jolson), etc., but the sponsors intervened. He will probably be succeeded by a variety program on NBC, featuring another big name comedian.

FORMER PRINCE Lennart, grandson of King Gustav of Sweden, who gave up his title to marry a commoner, is to be connected with the official Swedish broadcasting service as author and producer of sketches, according to reports from Stockholm.



WRC

COVERAGE

IN WASHINGTON·D·C

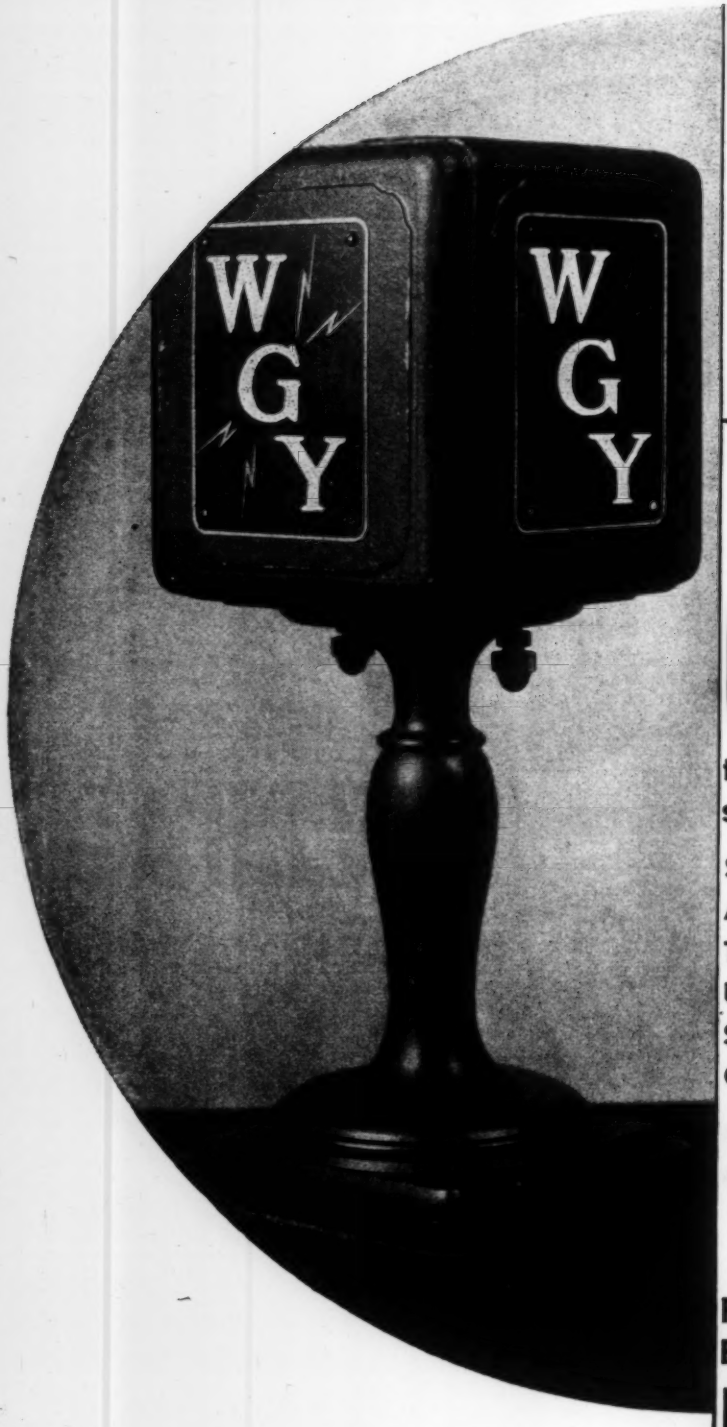
In 1932, over one hundred and fifty local advertisers used the facilities of WRC • • • definite testimony to the resultful coverage of this station.

For More Complete Details · Write STATION WRC · WASHINGTON · D · C · or

NBC LOCAL SERVICE BUREAU

711 FIFTH AVENUE · NEW YORK CITY

NBC BASIC RED NETWORK OUTLET



COVERS

the important centers and their suburbs in eastern New York State:

SCHENECTADY
ALBANY
TROY
UTICA
SARATOGA SPRINGS
GLENS FALLS

and offers a PLUS coverage throughout New York State and into New England

●

For complete details write General Electric Station WGY, Schenectady, N.Y., or

NBC

LOCAL SERVICE BUREAU

711 FIFTH AVENUE
NEW YORK CITY

LOCATED IN SCHENECTADY, NEW YORK

Davis Bill Assures Increase In Stations, Cut Political Rates

Omnibus Measure Enactment Due Without Features Objectionable to Broadcasters

The bill passed the House Feb. 25, and, as BROADCASTING went to press, Senator Dill announced that he was certain of its passage by the Senate.

WITH AN EVEN chance of passage prior to the adjournment of Congress March 4, the Davis omnibus bill (H. R. 7716), amending the Radio Act of 1927, was unanimously approved by Senate and House conferees Feb. 21 after agreement had been reached on a series of amendments designed to eliminate all opposition. As now written, the bill is not regarded as objectionable to the broadcasting industry.

Conferees included in the bill a modified version of the Norbeck amendment to authorize licensing of low-power stations without regard for existing quota regulations. Instead of accepting the Norbeck proposal that stations of not more than 250 watts be licensed anywhere if no interference is caused, the conference reduced the maximum power to 100 watts and eliminated the clause providing that the quota restrictions be waived.

Political Time Rates

AMENDMENT of the political equality section of the radio law (Section 14) was ordered to provide that rates charged for time used by political speakers shall not exceed the rates regularly charged commercial advertisers and shall not be discriminatory. The conferees also ordered that the equality requirement shall not apply to officials of government agencies using the radio, throwing open the radio to anybody opposed to their statements. However, the allocation of time by stations either to candidates or officials is not incumbent.

To the section the following language was also added: "Furthermore, it shall be considered in the public interest for a license, so far as possible, to permit equal opportunity for presentation of both sides of a public question."

The appellate provision, which had aroused the opposition of Senator White, (R.) of Maine, was revised and is understood to conform with his views. Instead of allowing appeals from decisions of the Radio Commission, involving revocation of licenses or assessment of fines, to all federal district courts, the amendment provides for appeals to the nine circuit courts of appeal throughout the country and to the Court of Appeals of the District of Columbia.

Eliminated from the bill altogether was the proposed new section barring foreign station studios in the United States unless authorized by the Radio Commission. This section was aimed at stations now being operated across the border in Mexico.

Retained in the measure was the proviso that stations be fined a maximum of $1,000 for violations of Commission regulations. The conferees added a new section prescribing that all such fines collected by the Commission be turned into the U. S. Treasury.

Ban on Lotteries

THE BILL prohibits the broadcasting or advertising of lotteries or gift enterprises—a provision sponsored by newspapers and unopposed by the NAB, since the practice is virtually non-existent now; makes it mandatory for the Commission to hear oral arguments following cases tried before examiners, when such arguments are requested, and amends miscellaneous other provisions of the original radio law.

To meet the objections of the Navy, the conferees rewrote Section 8, dealing with alien ownership, to provide that the Commission shall refuse licenses to any company, corporation or association of which any officer or more than one-fifth of the directors are aliens.

Regarding the Norbeck amendment, Rep. Davis told BROADCASTING that if the Commission administers it in accordance with the intent of Congress it "will not do any harm." The purpose, he said, is to allow construction of low-powered stations in communities not now receiving adequate local service, which, he insisted, does not mean the "overloaded" sections of the east but the under-served areas of the west and possibly the south.

As amended, this provision now reads:

"That the Commission may also grant applications for additional licenses for stations not exceeding 100 watts of power if the Commission finds that such stations will serve the public convenience, interest or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of the section."

Bill Seeks 2-Year Inquiry into Radio

APPOINTMENT of a special mixed commission to make a two-year study of broadcasting in this country and in other nations, and to submit recommendations for legislation pertaining to the "future administration, management, control, and financing of radio broadcasting", was introduced in the House (H. Con. Res. 51) Feb. 22 by Rep. Fulmer, (D.) of S. C. Rep. Fulmer declared he did not expect the measure to pass at this session, which ends March 4, but simply desired to get it publicized in advance of reintroducing it at the forthcoming special session.

Like the McFadden resolution on chain operations, introduced a few days earlier, the Fulmer measure apparently is sponsored by interests opposed to commercial radio. The phraseology, in the opinion of trained legal observers, smacks of a combination of the more radical of the educational and press interests combating broadcasting.

The preamble of the resolution states that there is general agreement that the present system of broadcasting and the government supervision thereof could be improved, and that there is great divergence of opinion as to how this supervision can best be procured. The proposed commission would settle these points.

The commission would consist of two members of the Senate, two members of the House, one person each representing labor, education, religion, the press, the home and the radio industry. Congress would appoint its own members through the presiding officers of the respective houses during the next Congress. Other members would be appointed by the President, with the commission electing its own chairman.

The commission would be empowered to subpoena witnesses and take testimony under oath, and would be accorded the assistance of experts and clerks. Expenses of the Commission would not exceed $25,000, one half of which would be paid from the contingent funds of Senate and House.

ALL-AMERICAN TEAM
Radio Editor's Popularity Poll Reveals Several Repeaters

THE SECOND annual All-American Radio Team, announced by James Cannon, radio editor of the NEW YORK WORLD-TELEGRAM, on the basis of votes cast by 127 radio editors in the United States and Canada, reveals some of the names that graced the team last year.

"This seems significant and proves that kilocycle popularity does not wane as rapidly as most people believe," Mr. Cannon observes.

Among the repeaters are Guy Lombardo, the Philadelphia Orchestra, Morton Downey, the Boswell Sisters, Amos 'n' Andy, Ted Husing and Jesse Crawford.

Among those who made the greatest gains in popularity are Ruth Etting, who last year ran far behind Kate Smith, Edwin C. Hill, who was an easy winner in the news commentator class, and Lawrence Tibbett, who was far and away the leader among male singers of classical and semi-classical music.

The All-American team follows:

Dance Orchestra—*Guy Lombardo*
Symphony Orchestra—*Philadelphia*
Popular Male Singer—*Morton Downey*
Popular Woman Singer—*Ruth Etting*
Male Classical and Semi-Classical Singer—*Lawrence Tibbett*
Female Classical and Semi-Classical Singer—*Jessica Dragonette*
Feminine Harmony Team—*Boswell Sisters*
Male Harmony Team—*Mills Brothers*
Dialogue Act—*Amos 'n' Andy*
Master of Ceremonies—*Ben Bernie*
Sports Announcer—*Ted Husing*
Studio Announcer—*David Ross*
News Commentator—*Edwin C. Hill*
Organist—*Jesse Crawford*
Instrumental Soloist—*David Rubinoff*
All Dramatic Program—*March of Time*
Musical Program—*Bourdon's Orchestra with Jessica Dragonette*
Foremost Comedy Act—*Jack Pearl*
Children's Program—*Skippy and Little Orphan Annie*
Women's Home Advice—*Ida Bailey Allen*
Stage Entertainer Making Most Radio Progress—*Eddie Cantor*

Mason-DixonGroup,Inc. Links Five Delaware, Pennsylvania Stations

J.H. Steinman

FORMATION of the Mason-Dixon Radio Group, Inc., comprising five stations in Pennsylvania and Delaware, was announced Feb. 24 by J. Hale Steinman, president. Headquarters are at Lancaster, Pa., and other officers are John F. Steinman, vice president; Isaac Z. Buckwalter, secretary and treasurer; Clair R. McCullough, general manager, and Austin E. McCullough, director.

Stations under the management of the Mason-Dixon, for which a special group card rate has been drawn up, are WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL Hazleton, Pa., and WDEL and WILM, Wilmington, Del.

Mr. Buckwalter

WGAL is affiliated with the Lancaster INTELLIGENCER - JOURNAL and Lancaster NEW ERA, of which the Steinman Brothers are publishers. Mr. Buckwalter, treasurer of the group, is also general manager and advertising director of the Lancaster newspapers and is a director of the NAB.

Mr. McCullough

Called the Mason-Dixon Group because the historic Mason-Dixon line runs through the approximate center of its service area, the stations offer program service in Pennsylvania, New Jersey, Maryland, District of Columbia, Delaware, Virginia and West Virginia. Their time is offered individually or in a group. Each station is equipped with modern apparatus throughout, operating with 100 per cent modulation, using RCA frequency monitors. All have turntables for both 78 and 33 1/3 r.p.m. transcriptions.

Offering an intensive coverage of the populous industrial and agricultural communities on the eastern Mason-Dixon area, the group, on the basis of the 1930 U. S. census, covers a territory of approximately 500,000 families having 260,000 radio sets.

WMAL Lease Approved

OPERATION of WMAL, Washington, by NBC, under a five-year lease as its Blue network outlet, was approved by the Radio Commission Feb. 28. Action followed a hearing before the Commission sitting en banc Feb. 15. Details of the transaction were covered in the Feb. 1 issue of BROADCASTING. The Commission has not yet acted in the case of WJSV, CBS Washington outlet, against which a protest was lodged by the Navy, alleging interference with its experimental operations.

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Making Things Hum

FROM a motley, disorganized lot, American broadcasters are rapidly being welded into a homogeneous unit under the leadership of President Alfred J. McCosker of the NAB. Two major steps have already been taken that lend assurance to all elements interested in the radio industry, including broadcast advertisers, that the organized broadcasters are well on their way toward effecting a stabilization of their business.

First was the retention of the Hon. Newton D. Baker as copyright counsel of the NAB—a step that makes certain that advertisers, agencies and broadcasters, who are alike concerned with the added burden of expense the new copyright fees entail, are to be well represented in all future ASCAP negotiations. Now comes the appointment of James W. Baldwin, aggressive secretary of the Federal Radio Commission, to the NAB executive staff, with his first mission that of representing American broadcasters at the forthcoming North American wave length conference.

Not all of the "war plans" laid at the Washington meeting of the NAB board can be divulged, but the directors were of one accord in expressing their elation over the outlook. It was, they said, the most successful and stimulating board meeting ever held, their elation being particularly heightened by the optimistic reports on the copyright situation presented by Mr. Hostetler, of the Baker law firm, and Mr. Schuette, NAB copyright director.

Also highly gratifying was the report on the association's finances. Funds received, pledged or indicated for the NAB war chest insure ample resources behind the broadcasters' several fights. There now seems to prevail an awareness of their situation among the broadcasters that was hardly discernible before. Indifference and vacillation have given way at last to a spirit of determination that is more than heartening.

No Reflection on Radio

EFFECTS of the curtailment of cigarette advertising on the networks will be felt all along the line in radio. It is the severest blow that radio has yet felt during a period of business depression that otherwise has merely slowed rather than halted the forward march of national radio advertising. It does not mitigate the sting any to hear the admission on all hands that radio has been doing a mighty selling job for the cigarette manufacturers, who have been particularly capable or fortunate in the selection or development of their programs and talent.

It is too early to measure the precise effects. Calamity howling can only result in a lowering of morale throughout the radio industry. The fact remains that radio is not being cut because of any lack of intrinsic worth, but because of a trade condition apparently out of control. The situation offers no reflection upon radio as an advertising medium; the fact that Lucky Strike and Chesterfield each spent more than 40 per cent of their appropriations on radio last year, after testing its worth for several years, is in itself an endorsement of radio advertising.

Canada Alters Objects

IT NOW SEEMS certain that Canada's Radio Commission, far from taking over Canadian broadcasting stations and operating them under a scheme of nationalization akin to the British, will simply undertake the regulation of radio in the Dominion along the lines of Radio Commission regulation in the United States. The only difference will be that the Canadian commission will itself stage occasional programs (and Chairman Charlesworth has admitted it is only fair that even the Commission should pay stations for their time) and will enforce the regulation limiting advertising to 5 per cent of a program's content.

Any apprehensions that may have prevailed among Canadian broadcasters, and among American advertisers using the Canadian radio, are set at rest by the announcement from Ottawa that only $1,000,000 will be allotted to broadcasting services during the fiscal year 1933-34. Our Canadian correspondent tells us in this issue that $2 license fee collections that go to the Commission will only amount to $1,500,000. This is hardly enough to carry out the extensive program Parliament evidently expected of the Commission—expropriate stations, stage national programs, regulate radio generally. Consider the fact that it costs fully $75,000,000 a year to operate radio networks and stations in the United States!

So it seems that for the next few years at least Canada will follow the American Plan of broadcasting. The advertising limitation may hit spot announcements somewhat, but the fact remains that few sponsored programs contain as much as 5 per cent of advertising. The Canadian Commission's ultimatum requiring the modernization of equipment is very similar to those periodically issued by our own Radio Commission; no broadcaster can object to it if he is fairly well assured that he can continue on the air for a reasonable length of time or, if expropriated, that the government will compensate him fairly for his investment.

The RADIO BOOK SHELF

A COMPREHENSIVE, though brief, review of NBC's activities and progress during 1932 is contained in "Forward Into 1933" just issued by the network. Despite the economic condition, total expenditures for advertising on NBC were almost a million dollars in excess of those for 1931. And, although the network had 40 less clients, the average increased expenditure per client was $28,000. A total of 191 advertisers spent $26,504,891 last year as against $25,607,041 by 231 advertisers in 1931.

The review discusses outstanding news "scoops" and popular radio entertainment personalities, and lists prominent world figures who spoke over the network during 1932. Technical improvements contributed by NBC engineers are also discussed.

An analysis of NBC programs during September reveals that 66.3 per cent of the time was devoted to music, 16.7 per cent to literature, drama, lectures, etc., and 4.7 per cent to outstanding events and news broadcasts.

AN APPRAISAL of broadcasting and its effect upon the nation's social structure is contained in a monograph on "Communications Agencies and Social Life" prepared at the direction of the President's Research Committee on Social Trends (McGraw-Hill Book Co., $2.50). Its authors are Malcolm M. Willey, professor of Sociology, University of Minnesota, and Stuart A. Rice, professor of Sociology and Statistics, University of Pennsylvania. Quoting various authorities, the section on broadcasting, among other things, analyzes newspaper-radio competition, holding that it is as yet by no means certain what the effect of radio has been upon newspaper revenues. The powerful influence of radio in moulding public opinion is emphasized.

A COMPREHENSIVE discussion of the theory and practical application of electronics is contained in a new book, "Electronics," by Ralph G. Hudson, professor of electrical engineering, Massachusetts Institute of Technology, (John Wiley & Sons, New York; $2).

FACSIMILE transmission of pictures, designs, drawings and the like via radio are explained in brochure issued by the commercial department of RCA Communications, Inc., under the title of "Photograms via Radio".

"A Line Of News"

GIVE YOUR listeners a "line of news" with each station break. That is the suggestion which comes from a practical newspaperman —Paul Wooten, chief of the Washington Bureau of the McGraw-Hill publications.

Says Mr. Wooten: "It whets the appetite for the day's news and will give stations far greater circulation. I would have to have a set in my office, and I'm sure that most professional people would feel the same way. If there were such periodical news flashes, I would get one immediately."

The suggestion warrants serious consideration. For stations with local news tieups it should be easy to accomplish. For others, it provides a good talking point for such arrangements, since newspapers unquestionably would benefit by increased circulation through the desire of the listener to get the bulletined news in detail.

We Pay Our Respects to—

POWEL CROSLEY, Jr.

INSEPARABLY associated with the development of both the manufacturing and broadcasting branches of radio during the last dozen years, is the name of Powel Crosley, Jr., founder and president of the Crosley Radio Corp., radio set manufacturers, and operator of WLW and WSAI, Cincinnati. The story of his radio career is largely the story of the irresistibly swift growth of the modern radio industry itself; it is, more than that, a story of successful industrial, technical and artistic trail-blazing that have won him well deserved success in his chosen fields.

Trail Blazer Crosley is now embarking upon a new pioneering venture—one that has the entire radio world astir. Having proved the efficacy of high power with his 50,000-watt WLW, perhaps the most widely heard broadcasting station in North America, he is now building an experimental 500,000-watt station as an adjunct of WLW. This station will be the most powerful in the world, and will cost some $400,000 to erect.

Operating under an experimental license after midnight on the WLW clear channel of 700 kc., Chief Engineer Joe Chambers of WLW confidently expects that this new transmitter will set the pace for future high power broadcasting. The phenomenal success of WLW, whose location was amazingly fortunate for signal propagation, adds to the conviction of the Crosley organization that the tenfold increase in power will give the experimental station a consistent listening radius of at least 5,000 miles.

Powel Crosley happened into radio by chance. Back in 1921, when the stations on the air could be counted on one hand, he set out one day with his young son to buy a receiving set. The cheapest set he could find cost $130, an amount far more than he was willing to spend to satisfy a childish whim. He and the boy decided to build a home-made set. It cost them $35 in all.

While building the unit Crosley conceived an idea which proved the turning point in his career. Always a shrewd business man, he decided he could manufacture and market moderate priced receivers. His success in the manufacture of low-priced radios is a matter of record.

Along with his entrance into radio manufacture, Crosley became interested in broadcasting. He reasoned that if he was to become successful as a manufacturer he must build sets on a mass production basis, and to do this it was first necessary to develop a mass market. That meant that a larger public had to be provided with regular broadcast entertainment to receive which it would be willing to by radio.

Thus it was that early in 1921 Powel Crosley turned his attention to broadcasting. In July, he procured an experimental license for a transmitter he had constructed at his home. A few months later the station was moved to the Crosley manufacturing plant. In March, 1922, WLW was born.

Followed Crosley's purchase, in 1923, of the Precision Equipment Co., of Cincinnati, and along with it WMH, one of the country's pioneer stations. Operation of WMH was discontinued, for Crosley's interest in broadcasting was concentrated upon WLW. From 500 watts in 1923, WLW was boosted to 5,000 the following year. New studios were constructed, and the transmitter was installed at Harrison, O., 22 miles from the studios. This transmitter is said to be the first remote control unit in radio. In 1927 it began broadcasting with its present power.

Mr. Crosley was born in Cincinnati Sept. 18, 1886, and received his preliminary education in the Cincinnati public schools. He later attended the Ohio Military Institute, the Engineering College of the University of Cincinnati and the Cincinnati Law School. On Oct. 17, 1910, he married Miss Gwendolyn B. Aiken. They have two children, Powel Crosley, III, and Mrs. Martha Page Crosley Shelton.

Mr. Crosley's recreational activities are varied. Outdoor sports—hunting, fishing, boating, riding, golfing and aviation—are his main diversions. One of his chief interests is his "Sleepy Hollow" game preserve, a 1500 acre tract in southeastern Indiana where he has developed one of the country's largest private quail and pheasant breeding grounds. Aviation is more than a hobby. It is now his custom to make practically all of his business and pleasure trips in one of his planes.

While Mr. Crosley is internationally known as a radio manufacturer, the children of Cincinnati know him best as the man responsible for the annual Crosley Christmas Party, which he has sponsored for 10 years by bringing Christmas cheer to thousands of children in the poorer sections of the city.

PERSONAL NOTES

W. L. COULSON, commercial manager of WHAS, Louisville, on Feb. 16 addressed the Journalism and Advertising Conferences of the University of Indiana, Bloomington, Ind., on "How Radio Fits Into the Advertising Picture".

SIDNEY N. STROTZ, president of the Chicago Stadium, has been appointed manager of the Chicago NBC Artists Service, replacing L. F. Fitzgerald, who has been transferred to New York. Mr. Fitzgerald at present is on leave of absence to manage the American tour of Ignace Paderewski. Strotz has been president of the Stadium Corporation since 1930.

WILLIAM MURPHY, formerly associated with the McJunkin Advertising Agency, Chicago, has joined the continuity staff of WBBM, Chicago.

J. C. McGRANE, former production manager of KGRS, Amarillo, Tex., has taken a similar position with WNBR, Memphis, Tenn., which also announced the appointment of Marquis N. Smith as program director. Mr. McGrane was with the NBC on the Pacific Coast in its early days and was winner of a popularity contest for radio announcers in Texas. Mr. Smith was formerly with WLS, Chicago, and WSB, Atlanta.

OLIVINE FORTIER, formerly with Washington office of NAB, has opened law offices in 1226 National Press Bld., Washington. She will specialize in radio and departmental cases.

FIVE ADDITIONS to the staff of MacGregor & Sollie, San Francisco transcription makers, are announced as follows: John Blair, formerly with Electrical Research Products, Inc.; Charles Read, formerly with Blackett-Sample-Hummert, Inc.; T. H. Hutchinson, formerly with NBC; Ken Boucher, formerly with Lord & Thomas; and Patricia May Astra.

GUESTS of Fred Weber, NBC Chicago traffic executive, during the last few weeks included Paul M. Segal, Washington radio attorney; Chan Gurney, WNAX, Yankton, S. D.; Jeff Webb, advertising manager of the DETROIT NEWS; Dr. J. B. Palmer, WOC, Davenport; O. Stiles, WOW, Omaha, and Charles J. Burke, commercial manager of WDAY.

THREE NEW salesmen have been added to the NBC Chicago sales staff. They are H. G. Shuster, formerly of WMAQ, Chicago; C. E. Austin, formerly of the Charles Touzalin Advertising Agency, Chicago and J. D. Bolger, formerly with the Hearst papers in Chicago. Mary Mercer has been added to the secretarial staff of the department.

MURPHY McHENRY, recently managing editor of the LOS ANGELES EVENING RECORD, has joined XEAW, Reynosa, Mexico, as general manager.

GEORGE R. WRIGHT, former manager of the Canadian National Railways' radio service, has taken over the managership of CNRV, Vancouver, B. C.

DON SEARLE, former manager of KOIL, Council Bluffs-Omaha, and now in charge of its national advertising, has joined J. A. Shanahan in organizing the Shanahan Photo Engraving Co., Omaha. Mr. Searle continues representing KOIL, and Mr. Shanahan will manage the engraving company.

J. WILLARD RIPPON, formerly with WJAY, Cleveland, has been appointed manager of WALR, Zanesville, O.

STANLEY BABINGTON, formerly with WHK, Cleveland, on Feb. 15 was appointed program director of WJW, recently moved from Mansfield to Akron, becoming associated with Robert Allen, new WJW manager.

I. E. SHOWERMAN, NBC Chicago sales executive, following a two weeks illness and a tonsil operation, has returned to work.

DON GILMAN, NBC vice president and western manager, went to New York in February on one of his semi-monthly business trips.

LAWRENCE W. McDOWELL, Chief Engineer of KFOX, recently named Assistant Manager for the station, has been elevated to the post of Commercial Manager to replace Clyde Warner, who has taken charge of sales and operations in the newly opened Los Angeles offices of KFOX in the Arcade Building.

H. R. RUNYON, comptroller of CBS, was a visitor late in February at KHJ, Los Angeles. Earl Glade, manager of KSL, Salt Lake City, was another caller at the station.

MARGARET MacCOMAS, graduate of the University of Southern California, has been appointed assistant program manager of KGER, Long Beach, Cal.

GUESTS of Fred Weber, NBC Chicago traffic manager, in February included George Cranston, WBAP, Fort Worth; Thomas Patrick Convey, KWK, St. Louis; Leslie Fox, WSM, Nashville; Ed Craney, KGIR, Butte; P. J. Meyer, KFYR, Bismarck, and Walter Damm, WTMJ, Milwaukee.

L. B. WILSON, president of WCKY, Covington, Ky., and Mrs. Wilson left Feb. 21 for a vacation of several weeks in Miami.

ELMER FREE, formerly with the BALTIMORE NEWS & AMERICAN advertising department, has joined the commercial staff of WCAO, Baltimore.

BEHIND THE MICROPHONE

RAYMOND PAIGE, music-program director of KHJ, Los Angeles, will again act as guest conductor of the Los Angeles Philharmonic Orchestra on March 15.

GLAN HEISCH, onetime editor of the University of California PELICAN, has joined the continuity staff of KFI, Los Angeles, and will collaborate on a weekly frolic called the "Fun Factory."

NEW ENTERTAINERS at WCKY, Covington, Ky., include the Four James Boys, who sing and imitate musical instruments, and Gladys Lee and Dixie Dale, doing songs and piano numbers.

PETER B. KYNE, the author, on Feb. 20 started a series of radio appearances for MJB Coffee Co., San Francisco, on the MJB Demi-Tasse Revue, via NBC's Pacific coast hookup. The writer tells stories of his experiences; on the same program are Ted Fio-Rito's orchestra and Tommy Harris, singer.

MARVIN WILLIAMS, formerly of WRR, Dallas, where he was known as the "Sunshine Yodler" and where he conducted a "Who's Who in Radio" period, has joined the staff of WABZ, New Orleans.

XUM

LOUISE STARKEY, Isabelle Carothers and Helen King, better known as "Clara, Lu and Em", were scheduled to visit Washington Feb. 28 to gather material for future radio sketches. Later they were to go to New York and Boston. The trip is being financed by the Colgate-Palmolive-Peet Co., their sponsor. Margaret Morton McKay, personal representative, is accompanying them.

JOHN McINTYRE has returned to KMPC, Beverly Hills, Cal., as announcer. Arthur Briarly, a singer formerly of WTAM, Cleveland, and Charles Gaylord, formerly an assistant to Paul Whiteman, have been added to the KMPC staff.

HAROLD ISBELL, lately with KGFJ, Los Angeles, and formerly at KNX, Hollywood, has joined the announcing staff of KFAC, Los Angeles.

TOM O'BRIEN, formerly with WPG, Atlantic City, is now with WHOM, Newark, where he presents "Tom O'Brien's Scrapbook" on Tuesday afternoons.

MYRLE HARRISON, formerly of the announcing staff of WTAR, Norfolk, Va., has joined WOL, Washington.

TOM GIBSON, who has been presenting weekly dramas over KMPC, Beverly Hills, Cal., has joined KFAC, Los Angeles.

NEW ARTISTS signed by the Chicago NBC artists Service bureau include Bernardine Flynn, Art Van Harvey, Jack Turner; orchestra conductors Josef Koestner, Walter Blaufuss, Harold Stokes, Morgan L. Eastman, Joe Gallichio; announcers Forest Wallace, Stewart Dawson and Alfred Saxe; Mobile Moaners, the Neal Sisters and the Morin Sisters.

ART KRUEGER, musical director of WISN, Milwaukee, is composer with Eric Karl of Milwaukee of the "Buy American Now" song that is gaining wide popularity.

WHEN Vincent Lopez and his orchestra return to New York in March, Russell Pratt and Ransom Sherman, comedians on the Real Silk Hosiery program with Lopez will have to commute from Chicago to New York for each of the Sunday programs. Pratt and Sherman have long time commercial contracts on KYW, Chicago, which will necessitate their staying in Chicago.

HAL KEMP and his orchestra replaced Harry Sosnick and his orchestra in the Pennzoil Parade over 29 CBS stations Feb. 26. William Miller will continue as the featured vocalist and the programs will be supplemented with other vocal talent from time to time.

PAUL ASH and his orchestra, heretofore identified as a stage band, have taken a radio spot for the first time, moving into the Merry Gardens ballroom in Chicago with an outlet through WBBM, effective Feb. 24.

AL PEARCE has returned to San Francisco after leaving Los Angeles, where he and his "Happy Go Lucky Gang" went off the Don Lee network. While in San Francisco Pearce recorded numerous disks of Eb and Zeb and Elmer Blurt.

JERRY JERMAINE, singer and program assistant at KTAB, Oakland, Cal., has joined KQW, San Jose, to do a week-day morning household feature.

Conductors Return

TWO DISTINGUISHED orchestra conductors, Leopold Stokowski and Arturo Toscanini, resume broadcasting on CBS early in March. Stokowski will resume his sustaining programs with the Philadelphia Orchestra March 3 and his Philco program on March 18. Toscanini will again conduct the New York Philharmonic Orchestra March 5.

"Kentucky Colonels"

THEY'RE "Colonel Eddie" and "Colonel Ralph" now, are Eddie Dumke and Ralph East, better known to radio as the "Sisters of the Skillet." Here they are in the studios of WCKY, Covington, Ky., where L. B. Wilson, station president (center), presented them with their commissions as colonels on the staff of Gov. Ruby Laffoon during one of their NBC broadcasts.

Air Conditioning Firms Plan Advertising Drive

PRELIMINARY to an extensive advertising campaign to be initiated in the New York area, seven manufacturers in the air conditioning field have joined to form a committee to draw up a standard terminology to avoid existing confusion. That air conditioning promises soon to open up wide new markets and advertising accounts, including probably the use of radio, is generally conceded in industrial circles.

The committee was appointed by the Electrical Association of New York and comprises: J. J. Donovan, General Electric Co., chairman; I. W. Baldwin, Westinghouse E. & M. Co.; C. M. Eakin, Frigidaire Sales Corp.; E. T. Lyle, Carrier Engineering Corp.; C. R. Skinner, New York Edison Co.; A. Sargent, Campbell Metal Window Corp., and A. F. Callahan, Refrigeration Association of New York.

Radio Round Table

QUESTIONS and answers will feature the second radio round table group meeting of the Advertising Club of New York, March 6. Walter J. Neff, assistant director of sales, WOR, has arranged for the following radio men to participate and answer the questions: Burt McMurtrie, CBS, commercial programs; Adolph Opfinger, WOR, program production; E. P. H. James, NBC, radio program merchandising; J. R. Poppele, WOR, engineering, and Edgar Felix, station coverage.

IN THE CONTROL ROOM

A NOVEL method of testing all thermionic tubes, such as those used in radios, talkie equipment, sound amplifiers, telephone apparatus, etc., has been invented by Dale Taylor, manager of WESG, Elmira, N. Y. Letters patent No. 1,896,726 have just been issued on the device, which will be known as a tube comparator. Its advantage lies in that it shows an operator the value of a new tube as compared with a weak or old tube during actual operation of both tubes in a radio or amplifier circuit.

W. E. BOWEN is on a leave of absence from the technicians' staff of NBC, San Francisco, allowing him to ship on the S. S. Lurline as third operator. A. H. Saxton, chief engineer, has replaced him with F. L. Barron, formerly of KGIR, Butte, and KFJI, Klamath Falls, Ore., who upon Bowen's return May 1 will join the staff manning NBC's new KPO transmitter.

ORESTES H. CALDWELL, editor of "ELECTRONICS", on Feb. 20 started a new series of programs on the NBC-WJZ network to demonstrate the actions and reactions of various electrical waves as applied to radio reception.

JOHN J. GLAUBER has been appointed chief engineer of the Arcturus Radio Tube Co., Newark, N. J. For the last five years he has been assistant chief engineer.

G. J. DeVLEIG, NBC Chicago field engineer, underwent an emergency operation for appendicitus the last week of January, and was expected to return to work the latter part of February.

BRIG. GEN. JAMES ALLEN, who retired as chief of the Army Signal Corps in 1913, and under whom many present radio men served, died at Walter Reed Hospital, Washington, Feb. 18, following a stroke.

DR. E. F. W. ALEXANDERSON, pioneer radio inventor whose development of the high frequency alternator gave the United States supremacy in world-wide short wave communciation, spoke as guest of honor on a program celebrating the eleventh anniversary of WGY, Schenectady, N. Y., and broadcast over an NBC-WEAF network, Feb. 20.

G. E. WEBSTER, NBC Chicago engineer, on Feb. 23 started a vacation tour of the southwest.

H. L. REYNOLDS, NBC Chicago engineer, spent his vacation in January touring through West Virginia and Maryland.

WBBM Sends Programs To Liner on Pacific

WBBM, Chicago CBS key station, and the S. S. Maunganui, now on the Pacific en route to Australia, are being linked twice nightly in a series of radio experiments. E. M. Scott, radio engineer and manufacturer, is conducting the tests on shipboard, by means of delicately devised instruments used to measure signal strength, fading and recording. Each night at midnight, and again at 2 a.m., CST, the instruments are tuned to the WBBM wave. Reports of the reception are being radioed to WBBM for inclusion in the late-hour "Around The Town Program". When Scott returns to the United States, he will bring recordings of his experiments so that midwest listeners may hear the station as it sounds in mid-Pacific and in Australia.

R. I. Remains The Only State In The Union Without A Bank Failure.

WPRO
PROVIDENCE
R. I.

The R. I. District Is The Most Densely Populated Area in the Country.

A Bakery Buys Time on the Air And Puts Trucks on the Road!

No better proof of Rhode Island coverage, station popularity, concentrated buying influence, and dependable listening audience can be offered than by the following significant figures!

Here Are The Facts!

1. A local bakery started regular daily broadcasts on a special merchandising campaign early in 1930, using Radio Station WPRO as the exclusive medium for the campaign.
2. Only 2 delivery trucks were operated by this bakery at the time the campaign started, both limited to a small trading area in the immediate neighborhood.
3. During the first year of this radio campaign the fan mail reached the substantial figure of 12,520 letters, and the business directly traceable to this publicity made it necessary for the bakery to add exactly 50 trucks in order to satisfactorily handle the increased volume and the wider territory.
4. During the second year of the campaign, the fan mail reached a total of 15,700 letters, and the trucking facilities increased to the astonishing total of 67, covering the entire area of Providence, Pawtucket and Central Falls.
5. During the third year the fan mail jumped to 29,830 letters, an increase of 138 per cent over the initial year's response, and the actual trading area had spread throughout the entire Metropolitan district with its population of 540,016 people.

Proof of Listening Audience Is Proof of Station Coverage!

WPRO

"The lowest cost, per time, per person, of any station in America." Write for complete details.

THE CHERRY & WEBB BROADCASTING COMPANY
PROVIDENCE, R. I.

If you need laughs
in your RADIO sketches, skits, dialogues and gags
you'll find 'em in
STILL MORE TOASTS 2000 Jokes Arr. by Subjects
This new book is a gold mine of up-to-the-second humor. 505 pages, cloth bound. Price $1.80 from THE H.W. WILSON CO., 950 University Ave., NEW YORK

W-G-N ENTERTAINS MORE CHILDREN
Than Any Other Station in the World

Between the hours of 5:00 and 6:30 P.M., Station WGN presents a carnival of children's programs, which, in variety, in suspense, in educational value, in humor, in fantasy, in wholesome entertainment and in acceptance by all ages of juveniles, cannot be equalled anywhere else.

5:00 P.M. ● "THE DEVIL BIRD." Dramatizations of exploring tales for young folks. Adapted from stories by Bob Becker, Outdoors Editor of the Chicago Tribune . . . Written and produced by WGN . . . Broadcast over a Columbia network of stations . . . Sponsored by Horlick's Malted Milk Corp.

5:30 P.M. ● "THE SINGING LADY." Songs and tales for little tots, produced by WGN and shot from Chicago over an NBC network of 13 stations . . . Sponsored by the W. K. Kellogg Company.

5:45 P.M. ● "LITTLE ORPHAN ANNIE." Serial dramatization of the characters in the famous newspaper comic strip . . . Written and produced by WGN and shot over an NBC network of 40 stations. Also employing separate dramatic cast for West Coast Chain . . . Sponsored by Ovaltine.

6:00 P.M. ● "UNCLE QUIN AND DAVY DREAMER AND WISHBONE." Make-believe dramatizations with juvenile cast . . . Scenes laid in all parts of the world and all chapters of history . . . Written and produced by WGN . . . Sponsored by Listerine Tooth Paste.

6:15 P.M. ● "THE SECRET THREE." Boy detective stories cast and produced by WGN. Also recorded from WGN for spot broadcasting on 15 other stations . . . Sponsored by the Three Minute Cereal Company.

Sunday, 11:45 A.M. ● "UNCLE QUIN" RYAN originated one of radio's most popular juvenile features in the summer of 1924, when he took the air to broadcast the Sunday "funnies" from the Chicago Tribune . . . Every Sunday morning since then countless children have sat for a whole hour engrossed with the cheery explanations of the antics of "Andy Gump," "Moon Mullins," "Uncle Walt and Skeezix," "Little Orphan Annie," "Harold Teen," "Dick Tracy" and all the others . . . Thousands of parents have written to tell of their gratitude in being relieved of that ancient Sabbath chore.

Six more programs that are smashing successes from the station that gave the world Correll and Gosden (Amos 'n' Andy); Clara, Lu 'n' Em, Floyd Gibbons, East and Dumke (Sisters of the Skillet). WGN is building tomorrow's great programs for you today.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

WGN

NATIONAL PRESTIGE . . . . . SUPERIOR PROGRAMS . . . . . 25,000 WATTS POWER . . . . . CLEAR CHANNEL . . . . . INTENSIVE ZONE 7 COVERAGE

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KNX, Hollywood, Cal., reports new accounts as follows: Durkee Famous Foods, spot announcements daily, handled by Leon Livingston Agency, San Francisco; Jolly Time Popcorn Co., five-minute sports transcriptions, four afternoons weekly, A. T. Sears and Sons, Chicago; Coleman Lamp & Stove Co., announcement weekly on evening news broadcast, direct; Yosemite Park and Curry Co., scattered announcements of Yosemite National Park and resorts, direct; Getchel & Son, Burbank, Cal., (eggs) daily morning announcements on Bill Sharples' Breakfast Club program, direct; Kwickorn Sales Co., Los Angeles, (prepared flour) announcements every morning on Bill Sharples' Breakfast Club program, direct; Tablet No. 66 Laboratories, Hollywood, (remedies) male quartet in three quarter-hour programs weekly, direct.

WHK, Cleveland, reports the following new accounts: Greyhound Bus Lines, Cleveland, six evening spots, Beaumont & Homan, Cleveland; Star Baking Co., unit of United Retail Bakeries, New York, 24 evening spots, Batten, Barton, Durstine & Osborn, New York; Marvel Products Co. Pittsburgh, (Bulgarian herb tea) participation program, 52 weeks, F. A. Ensign, Pittsburgh; Enterprise Aluminum Co., Massillon, O., (Drip-o-lator) 26 programs, Beaumont & Homan, Cleveland; Robert P. Gust Co., Chicago, 52 weeks; K. A. Hughes Co., Boston, (Salicon) weather reports, 26 weeks, Metropolitan Radio Productions, Boston; Maryland Pharmaceutical Co., Baltimore, (Rem) time signals, 52 weeks; Collingbourne Mills, Chicago, (Virginia Snow Floss) 5-minute broadcast, Rogers & Smith, Chicago.

WJR, Detroit, reports the following accounts: Buick-Oldsmobile-Pontiac Sales Co., Detroit, "Sisters of the Skillet", quarter-hour, six nights weekly, 4 weeks and option on 13, through Campbell-Ewald Co., Detroit; Dr. C. M. McArthur, Detroit, renews two quarter hour programs weekly; Harold F. Ritchie Co., "Eno Crime Club", transcriptions twice weekly, to March 30, through N. W. Ayer; Affiliated Products, (Edna Wallace Hopper cosmetics) renews 5-minute transcriptions twice weekly for indefinite period, through WBS.

LANCASTER COUNTY SEED Co., Paradise, Pa., (seeds and bulbs) is sponsoring a half-hour musical program Saturday mornings for 13 weeks from Feb. 11, over WLS, Chicago; account handled by McElhiney & Associates, Chicago. Olsen Rug Co., Chicago, (floor coverings) is presenting a quarter-hour program three mornings a week for 26 weeks, featuring Ralph Emerson, organist; handled by Agencies Broadcasting Bureau and Philip O. Palmer, Chicago.

BUNTE BROTHERS, Chicago, (candy manufacturer) is sponsoring time signals on WMAQ, Chicago for the period Feb. 15 to 28; handled by Fred A. Robbins, Chicago. A. C. Spark Plug Co., Flint, Mich., (auto supplies) is using the announcements for the period of Feb. 10 to March 7; handled by Campbell-Ewald, Detroit.

MARROW OIL, Chicago, (shampoo) has renewed time on WBBM, Chicago, using 15-minute programs Mondays, Wednesdays and Saturdays mornings with Val Sherman, baritone; handled direct.

KYW, Chicago, reports the following accounts: Curtiss Candy Co., Chicago, (candy bars) three sports summary periods daily, 52 weeks from Jan. 9, handled direct; Remington Rand, New York, (Monarch Typewriters) Walter (Uncle Bob) Wilson, Friday and Monday afternoons, 13 weeks, beginning Feb. 10, Batten, Barton, Durstine & Osborne, New York; Sherman Laboratories, Detroit, (Bio Cream cosmetics) Pratt and Sherman, comedians, in 15-minute afternoon programs five days a week for indefinite period beginning Feb. 20, handled by Harold Aaron Agency, Detroit; Greyhound Bus Lines, Cleveland, announcements Friday evenings calling attention to bargain fares for week-end trips, account to run indefinitely, handled by Beaumont & Hohman, Cleveland; Dr. Ritholz Optical Co., Chicago, (optical goods) 5-minute transcription three nights a week for 26 weeks from Jan. 23, handled direct.

WENR, Chicago, reports the following accounts: Detroit White Lead Co., Detroit, (paints) daily weather reports, to June 10, through SHB; Inecto Noxtox Corp., New York, (hair dye) musical program, quarter hour thrice weekly, 13 weeks from Feb. 13, handled by Biow Co., New York.

WILSHIRE OIL Co., Los Angeles, late in February inaugurated a series of 52 weekly programs on KHJ, Los Angeles, under the title of "Laffing Gas" as a 45 minute broadcast Orchestra, male quartet and gag men will be used with probability of the series later going over the Don Lee network.

DR. MILES LABORATORIES, Elkhart, Ind., (Alka Seltzer) is sponsoring 45 minutes of the WLS Barn Dance every Saturday night for an indefinite period; account handled by Wade Advertising Agency, Chicago. PATHFINDER MAGAZINE, Chicago, is using a 15-minute period during the same program, through McElhiney & Associates. Northwestern Yeast Co., Chicago, (Yeast Foam Tablets) is using a 2-minute announcement mornings six days a week for an indefinite period, through Hays MacFarland agency, Chicago.

THE HUDSON MOTOR Co., Detroit, sponsored broadcasts from the Chicago Automobile Show daily over WMAQ, Chicago, account handled by Blackman Agency, Detroit.

KHJ, Los Angeles, reports the following accounts: Beech-Nut Packing Co., New York, (chewing gum) "Unknown Hands", transcription twice weekly, through WBS; General Mills, Minneapolis, (Wheaties and Bisquick) "Skippy" daily except Sunday, through WBS, and band five nights a week, direct; Sperry Flour Co., San Francisco, cooking talks, transcriptions, twice weekly, through WBS; Bristol-Myers Co., New York, (Ingram Cream) beauty talks, once weekly, through WBS; Marrow Co., (hair tonic) beauty talks, twice weekly, Graham Hughes, Los Angeles; National Oil Products, Harrison, N. J., (hair tonic) talks, once weekly, through WBS; Vick Chemical Co., Greensboro, N. C., daily announcements, Thompson-Koch Co., Cincinnati; Nassour Soap Co., once weekly, Roy Alden & Associates, Los Angeles.

KGB, San Diego, reports four transcription programs as follows: Bristol-Myers, New York, (Ingram Cream) beauty talks, WBS; Signal Oil Co., "Tarzan of the Apes", Logan & Stebbins, Los Angeles; Rio Grande Oil Co., "Chandu", Earnshaw-Young Co., Los Angeles; Carnation-Albers Co., (cereals) Erwin-Wasey, Seattle.

KLX, Oakland, Cal., reports the following new accounts: Drs. Barron & Wilkinson, dentists, time signals, 13 weeks; Chapel of the Oaks, mortuary, amateur baseball results, 13 weeks; Fox-Orpheum theater, Wood Soanes, drama critic of the OAKLAND TRIBUNE, 13 weeks; E. Standard Thomas, vocal instructor, spot announcements; Miller Packing Co., International Kitchen.

WBAL, Baltimore, reports the following accounts: Affiliated Products, Inc., (Edna Wallace Hopper cosmetics) 5 minutes thrice weekly, 13 weeks; C. M. Athey Paint Co., 13 half-hour programs, starting March 2, through Emery Advertising Co.

PROGRESSIVE DRUG Co., New York, (Velodo deodorant) on March 4 starts "Three Jesters", songs and dramatic sketch, on WEAF, New York, Saturdays, 5:30-5:45 p.m., 13 weeks. Peck Advertising Agency, New York, handles account.

THE COCA COLA BOTTLING Co., Cincinnati, has taken time on WCKY, Covington, Ky., to present arguments against a proposed 10 per cent tax on soft drinks.

BROADCAST FROM ZOO—How the epicureans in the National Zoological Park, Washington, are fed furnished the subject of an interesting remote control feature over WRC recently. Here is the zoo's chef consulting with one of his most particular dietetics.

GENERAL Mills, Minneapolis, (Gold Medal Flour) is sponsoring two 5-minute transcriptions of the Gold Medal Contest Band five afternoons a week, effective Feb. 6, for 50 broadcasts over WBBM, Chicago; handled by Blackett-Sample-Hummert and WBS. Other stations handling the account include KSL, Salt Lake City; WTMJ, Milwaukee; WHAS, Louisville; WFBM, Indianapolis. WBBM reports other accounts: Willard Tablets, Chicago, (stomach remedy) quarter-hour programs six times weekly with Norsemen quartet and Frank Westfall's orchestra, handled by Kirtland-Engle, Chicago; Bristol-Myers Co., New York, (milkweed cream) transcriptions of "Through the Looking Glass", Tuesday mornings, 52 times, handled by WBS; Oak Ridge Abbey, Chicago, (cemetery and mausoleum) sponsoring "Tombs of the Great", Sundays for 13 weeks from March 5, handled by Jewell F. Stevens.

NEW ACCOUNTS in the Daily Radio Auction on WCKY, Covington, Ky., include: Dine-Schabell Furniture Co., Covington; Kettler's Restaurant, Cincinnati; Pilger's Confectionery, Covington; Nathan Wander's Shoe Repair Shops, Covington and Newport; Louis Schlosser Coal Company, Covington; Pansy Beauty Studios, Covington; Huber's Pen Shop, Cincinnati; Young & Carl, photographers, Cincinnati; O'Hearn and Bennett, grocers, Ludlow, Ky., and Jansen Hardware Co. Covington. The Radio Auction is in its third month and still gaining momentum. Of the original 60 Cincinnati and Kentucky merchants who sponsored the program, 90 per cent have signed new contracts and new accounts are being added each week by W. H. Frick, in charge for WCKY. The merchants issue Radio Auction Certificates which are used in bidding on valuable articles offered at auction each evening.

CLIMALENE Co., Canton, O., (cleanser) is sponsoring Cheri McKay and Three McMichel Brothers in two 15-minute morning programs on WBBM, Chicago; handled direct. Loose-Wiles Biscuit Co., Chicago, (Sunshine Cookies) is presenting Sunshine Discoverers Club, transcription dramatization, Tuesday nights for 26 weeks; handled by WBS. Marmola Co., (fat reducer) through Critchfield Agency, Chicago, is sponsoring radio version of "Chickie" with a cast of nine persons, including Irene Wicker and Jack Daly; program spotted 7:45 to 8 p.m., Mondays to Fridays.

CARSON PIRIE, SCOTT & Co., Chicago, (dry goods) is sponsoring Paul Fogarty's "Keep Fit Club" six mornings a week for an indefinite period over WGN, Chicago. Program runs 15 minutes, and was handled direct.

INTERSTATE NURSERIES, Hamburg, Ia., (plants, seeds and bulbs) is sponsoring 15-minute musical programs, afternoon and evening, six days a week over WJJD, Chicago; handled direct. Midwest Drug Co., Philadelphia, (Musceltone liniment) is presenting Frankie Jaxon and orchestra in 15-minute program six nights a week for indefinite period beginning Feb. 13, handled direct.

KOIN, Portland, Ore., reports the following accounts: General Mills, Minneapolis, (Wheaties) "Skippy", through WBS, and (Bisquick) transcription five times a week, direct; General Foods, New York, cooking school twice weekly, through SHB; Campbell Cereal Co., Northfield, Minn., (Malt-o-meal) studio production three times weekly, Rogers Smith, Chicago; Vick Chemical Co., Greensboro, (Vapo-Rub, etc.) announcements, Thompson-Koch Co., Cincinnati.

OGDEN-UTAH Knitting Co., Ogden, Utah, (lingerie, pajamas, etc.) is sponsoring a series of Monday and Friday night programs titled "Luvlee Lady" and "Cat's Pajamas", trade names of their products, over KSL, Salt Lake City.

NOW *the* PIONEER

BROADCASTING

combined with

Broadcast Advertising

"The Trade Journal of The Industry"

• • • To the scores of friends who have sent us congratulations on our recent acquisition of *BROADCAST ADVERTISING*, the publishers of BROADCASTING take this opportunity to express their gratitude.

• • • Although not yet a year-and-a-half old, BROADCASTING, having absorbed the pioneer trade journal of the radio advertising field, can now point with pride to the fact that it is the pioneer publication in its field.

• • • The consolidation of *BROADCAST ADVERTISING* rendered it possible for BROADCASTING to apply immediately and honestly for second-class mailing privileges, adding circulation which assures even more intensive coverage of practically every element in the business of broadcasting.

• • • This increased circulation has led to no increase in advertising rates despite the fact that it has intensified a readership that had already commanded first place in the radio advertising field.

Write For
Information Regarding
Rates — Coverage
and Other Data

870 National Press Building
Washington, D. C.

Closing Dates
for
Advertising copy
March 15 Issue - March 8
April 1 Issue - - March 22
April 15 Issue - - April 8
May 1 Issue - - April 22

"In the Heart of the East"

MASON DIXON RADIO GROUP

The ideal for Spot Broadcasting enabling the advertiser to bring his message to a population of two million prosperous people, at small cost.

Mason-Dixon Radio Group reaches the territory that borders on the Mason-Dixon Line and furnishes primary coverage of the State of Delaware, District of Columbia, northern part of Maryland, parts of Virginia, West Virginia and central and eastern Pennsylvania and New Jersey, a territory of approximately 500,000 families, owning 260,000 radio sets and spending annually $500,000,000. (1930 U. S. Census data.)

Rates—Special low rates available when Group is used as a single unit.

WORK—York, Pa.
A thousand watt station, serving a radius of from 50 to 75 miles, its primary coverage area includes the cities of Baltimore, Washington, Reading, Harrisburg, Pottsville, Lebanon, Shamokin, Hagerstown, Waynesboro, Chambersburg, Gettysburg and York.

WDEL—Wilmington, Del.
Has a radius of from 20 to 40 miles. Within its primary coverage area are Wilmington and the State of Delaware; Chester, West Chester, Oxford, Coatesville, Pennsylvania; Elkton, Bel Air Perryville, Havre de Grace, Chestertown, Maryland and Bridgeton, Salem, New Castle, Penns Grove, Bridgeport, Hammonton, New Jersey.

WGAL—Lancaster, Pa.
Has a radius of from 15 to 20 miles. Within its primary coverage area are the cities of Lancaster, Coatesville, Lebanon, the rich county of Lancaster and portions of the counties of York, Dauphin, Lebanon, Berks, Chester, Pennsylvania and Harford County, Maryland.

WAZL—Hazleton, Pa.
Serves a radius of 15 to 18 miles. Within its primary coverage area lie portions of the rich anthracite counties of Luzerne, Carbon, Schuylkill, Columbia, Sullivan, Wyoming, Lackawana and Monroe and the cities and towns of Hazleton, Shenandoah, Mauch Chunk, Tamaqua, Mahanoy City, Berwick, McAdoo and Freeland.

WILM—Wilmington, Del.
Has a radius of from 15 to 18 miles. Within its primary coverage area are Chester, Pa. and Wilmington, Del.

Address All Inquiries To

MASON DIXON RADIO GROUP, Inc. Lancaster, Pa.

C. R. McCollough, *Genl. Mgr.*

PENNZOIL Company is sponsoring a weekly news broadcast on KFI, Los Angeles, and KPO, San Francisco, with the program under the direction of the Los Angeles office of Bowman, Deute and Cummings. Fashioned somewhat after "The March of Time", the program dramatizes outstanding news events. Listeners are urged, however, to read their local papers for news during the week.

J. W. ROBINSON Co., Los Angeles department store, is sponsoring a twice-weekly program on KHJ, Los Angeles, to advertise its approaching 50th anniversary sale. Under the title of "Milestones in Los Angeles", the program reenacts episodes in the history of Los Angeles. J. R. Mayers Co. handles account.

CALSODENT Co., New York, (mouth wash) on March 15 renews talks by Marley Sherris on WJZ, New York, and WBAL, Baltimore, Tuesdays, 9:45-10 a.m. J. Walter Thompson Co., New York, handles account.

FORHAN TOOTHPASTE Co., New York, on Feb. 20 started "Jews in Scattered Lands", a musical and narrative program, on WMCA, New York, Mondays, 8:45 p.m.

Harold F. Ritchie

HAROLD F. RITCHIE, president of Harold F. Ritchie & Co., Ltd., New York and Toronto, manufacturers of Eno Fruit Salts and other widely advertised proprietary medicines, died in Toronto General Hospital Feb. 22 at the age of 52. Mr. Ritchie purchased the J. C. Eno Co. in 1928 and his company has branches throughout United States and Canada.

NETWORK ACCOUNTS

GRIGSBY-GRUNOW Co., Chicago, (radios, refrigerators) will sponsor comments on the presidential inauguration March 4 at 1:15-1:30 and 9:30-9:45 p.m. on 32 CBS stations. John Kennedy will be commentator at 1:15 p.m.; evening commentator not announced. Carroll Dean Murphy, Inc., Chicago, handles account.

GEORGE A. HORMEL & Co., Austin, Minn., (foods) on Feb. 20 started "Round the World Club", children's drama, Monday, Tuesday, Wednesday and Saturday, 5:15-5:30 p.m., PST, 13 weeks on NBC-KPO network. Batten, Barton, Durstine & Osborn, Inc., handles account.

LARUS & BROTHER Co., Richmond, Va., (Edgeworth tobacco) on March 15 renews "Corn Cob Pipe Club" on NBC-WEAF and supplementary western networks, Wednesdays, 10-10:30 p.m., EST, 13 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

BEST FOODS, Inc., New York, (Hellmann's mayonnaise) on March 10 starts Tom Howard and Jeannie Lang in "Hellmann's Musical Grocery Store", Fridays, 9-9:30 p.m., 39 weeks, on NBC-WEAF and NBC-KGO network. Benton & Bowles, Inc., New York, handles account.

J. B. WILLIAMS Co., Glastonbury, Conn., (shaving cream) on Feb. 26 changed program to Sunday, 7:30-7:45 p.m., and on April 4 program will be extended 15 minutes until 8 p.m.

THOMAS COOK & SON, New York, (tourist travel) on March 5 starts "Cook Travelogues", travel talks and music, Sundays, 1:15-1:30 p.m., on NBC-WJZ network. L. D. Wertheimer, Inc., New York, handles account.

GENERAL TIRE & RUBBER Co., Akron, O., on March 15 starts musical and dramatic presentations, with General John J. Pershing, on NBC-WEAF and supplementary western networks, Wednesdays, 9:00-9:30 p.m., 13 weeks.

NORTHWESTERN YEAST Co., Chicago, (Yeastfoam) on March 19 renews "The Northwestern Chronicle", script of small-town newspaper life, on NBC-WJZ and supplementary networks, Sundays, 2:30-3 p.m., 52 weeks. Hays MacFarland & Co., Chicago, handles account.

TASTYEAST, Inc., Trenton, N. J., on Feb. 27 renewed "Tastyeast Jesters" on NBC-WJZ network, Monday, 7:15-7:30 p.m., 13 weeks. Stack Goble Advertising Agency, Chicago, handles account.

HUDSON MOTOR CAR Co., Detroit, (Hudson and Essex cars) on Feb. 25 began B. A. Rolfe and orchestra in "Saturday Night Dancing Party", over an NBC-WEAF network, 9-10 p.m., 13 weeks. This replaces former Lucky Strike Saturday night period. The Blackman Co., New York, handles account.

GENERAL MILLS, Inc., Minneapolis, (Gold Medal flour) on Sunday, March 19, 10-10:15 p.m., sponsors "The Gold Medal Fast Freight", one time only, on 35 CBS stations. The McCord Co., Minneapolis, handles account.

NUISMATIC Co., Fort Worth, Tex., (rare coins) on Feb. 19 started "Adventures in Money", with Ralph Kimble, lecturer, Sundays, 2:15-2:30 p.m., on NBC network composed of WMAQ, KWK, KWCR, KSO and WREN. Guenther Bradford & Co., Chicago, handles account.

SAFEWAY STORES, Inc., California grocery chain, on Feb. 8 started a weekly program featuring Eddie Peabody on NBC-KGO network. Option calls for twice-a-week broadcast if program proves unusually successful.

KISSPROOF, Inc. on Feb. 26 started a new series of Sunday programs, 2:15-2:30 p.m., featuring Albert Bartlett, the "Tango King", on the following CBS network: WOKO, WCAO, WNAC, WGR, WBBM, WKRC, WHK, CKOK, WOWO, KMBC, WABC, WCAU, WJAS, WHEC, KMOX and WJSV.

PHILIP MORRIS & Co., Ltd., New York, (Marlboro cigarettes) late in February started a thrice-weekly program with Raymond Paige's orchestra and Sam Coslow, singer, on KHJ, Los Angeles, and Don Lee network. Program will continue through the summer months.

Have You Studied the Wisconsin Market for Tests?

The only authentic radio survey of Wisconsin's richest per capita dairy and cheese center is now available for the asking. Edgar H. Felix endorsed it in June 9th issue of "Advertising and Selling."

Now . . . a new authentic way to buy advertising . . . proven coverage with radio's conclusive proving grounds . . . the listener. See how well WCLO covers the active Southern Wisconsin-Northern Illinois market with astonishing listener preference. 13 WCLO programs vie for honors with first 65 most popular programs listened to in this area. The survey tells the story completely and honestly. Write for your copy.

ANALYSIS OF EIGHT INTERMEDIATE WISCONSIN MARKETS WITH POPULATION OF 100,000 OR MORE SHOWS WCLO'S PRIMARY AREA—

FIRST in per capita total retail sales—18.4% above the average; FIRST in retail food sales—35.5% above the average; FIRST in retail auto sales—19.5% above the average; FIRST in passenger car registration—8% above the average; FIRST in lumber and building sales—46.6% above the average; FIRST in radio set ownership per 1000 families—28% above the average; FIRST in assessable income—43.5% above the average; SECOND in bank deposits of the eight 100,000 Wisconsin Markets.

WCLO, Affiliated with the Janesville Daily Gazette, Provides Complete Merchandising Service

WCLO Latest Western Electric Transmitter JANESVILLE, WISCONSIN

"THE NATIONAL ADVERTISERS' PROVING GROUND"

McFadden Bill Demands Probe of Net Operations

A RESOLUTION calling for an investigation of the finances of NBC and CBS and of charges of alleged monopoly in broadcasting was introduced in the House Feb. 20 by Rep. McFadden, (R.) of Pennsylvania. The measure proposes appointment of a committee of five to ascertain whether the management of the two chains are "properly in the public interest", whether they tend to "monopolize" broadcasting, and whether NBC's income "is properly applied for the public benefit or is diverted to meet management losses of the RCA or its subsidiary operations."

In the preamble of his resolution, Mr. McFadden states that the income of the networks is "derived from sources which are properly in the public domain." He held that they were operated "in opposition to and with resulting financial loss aggregating many millions of dollars to newspapers, magazines and periodicals."

PROSPECTS

CRAMER CLINIC, Kansas City, Mo., (pharmaceutical products) is planning an exclusive radio campaign to introduce "Dr. Cramer's Foot Relief", sold direct by mail. G. A. Anderson, formerly with KOIL, Council Bluffs-Omaha, and later with Electrical Research Products, Inc., has been appointed central mid-west sales representative and account executive to merchandise Cramer products over stations in Nebraska, Iowa, South Dakota, Minnesota, Missouri and Kansas. His address is 24 Charles St., Council Bluffs, Ia.

DORLO, Inc., Chicago, (hair dye) has started a radio campaign and is expanding its newspaper space. Account handled by Aubrey & Moore, 401 No. Michigan Ave., Chicago.

DAVID G. EVANS COFFEE Co., St. Louis, (Old Judge Coffee) will use radio with newspapers in a campaign to be handled by Mortimer W. Mears, Inc., St. Louis agency.

MAZER CRESSMAN CIGAR Co., 5031 Grandy Ave., Detroit, makes up lists during March, including radio. Jacob Mazer, secretary, and William Maxwell Mazer, sales manager, have charge of advertising. Account has $100,000 appropriation, and is handled by McManus-O'Regan Agency, Broadway Market Bldg., Detroit.

KWICKORN SALES Co., Los Angeles, (flour) has appointed Emil Brisacher & Staff, Los Angeles, to handle its new campaign, using radio and outdoor media.

RADIO is again included in the 1933 advertising appropriation of the Rumford Chemical Works, Rumford, L. I., (baking powder). Clarkson A. Collins, Jr. is general sales manager.

AGENCIES AND REPRESENTATIVES

JANE E. CURRAN, Inc., 101 W. 31st St., New York, (Jane Curran hair preparations and Pacquin cosmetics) has changed its name to Pacquin Laboratories, Inc. No change in personnel was made, and H. E. Lesan Advertising Agency, New York, will continue to handle radio as well as other advertising.

MITCHELL, FAUST, DICKSON & WIELAND, Inc., Chicago, has been appointed to handle the account of Holeproof Hosiery Co., Milwaukee, which recently transferred its advertising offices from New York to Milwaukee.

N. W. AYER & SON, Philadelphia, has been appointed to draw up a campaign for stimulating the use of gas in heating and cooking which the American Gas Association is planning. Campaign will be directed by a committee known as the National Directing Committee of Executives and headed by Conrad N. Lauer, president of the Philadelphia Gas Co.

MAXON, Inc., Detroit agency, has been appointed to handle the Heinz Rice Flakes advertising of H. J. Heinz Co., Pittsburgh.

HIRSH BROS. & Co., Louisville, (foods) has appointed C. N. Mullican Co., Louisville, to handle its account.

JOHN G. PATON Co., New York, (honey) has named E. W Hellwig Co., New York, to handle its account.

HANFF-METZGER, Inc., New York, has been appointed to handle the radio advertising of Maggi Co., Inc., 76 Varick St., New York, (Maggi's Seasoning). Other advertising remains in the hands of Marschalk & Pratt, Inc., New York.

JACK RUNYON, until recently an account executive with Lord & Thomas, Los Angeles, has been placed in charge of the radio department.

PRINGLE & BARRY, Fort Smith, Ark., has been formed as an advertising agency, with Lewis B. Pringle and James A. Barry as partners. Mr. Barry is commercial director of KEPW, Fort Smith, which Pringle and Barry will represent.

CARL HAVERLIN, sales manager of KFI and KECA, Los Angeles, has resigned after eight years to become account executive of Bowman, Deute & Cummings, which handles the Pennzoil, Forest Lawn and other accounts.

LAWRENCE HOLCOMB, formerly a continuity writer with NBC in New York, has been placed in charge of the radio department of The Joseph Katz Co., New York agency.

GENERAL MARKETING COUNSELORS, Inc., with headquarters at 919 No. Michigan Ave., Chicago, has been formed as a market consulting and research organization to serve advertisers, agencies and others. Hugh A. Doney, formerly with the Bureau of Market analysis of the Meredith Publishing Co., is in charge of the Chicago office. Branches have been established in New York, Milwaukee and Des Moines.

BROADCAST CHECKING BUREAU, Chicago, announces an expansion in its sales activities in the appointment of Edward F. Wright as eastern sales manager with offices in the Graybar Bldg., New York. Mr. Wright has been associated with newspaper and farm paper fields for several years.

Schudt Goes to WBT As CBS Drops Vision

SUSPENSION of television activities of CBS, and appointment of William A. Schudt, Jr. as manager of WBT, Charlotte, N. C., key of the Dixie Network, were announced Feb. 23 from CBS headquarters in New York. Mr. Schudt has been television program director of CBS since its experimental station, W2XAB, was established a year and a half ago. Plans of Earl J. Gluck, former manager of WBT, were not made known. Mr. Schudt's "Going to Press" period will hereafter be conducted by J. G. Gude of the press relations department.

Edwin K. Cohan, CBS technical director, declared that operation under present facilities offers little opportunity to further contribution to television, but added that the suspension is temporary. "It is our intention," he said, "to resume our experimental transmissions as soon as we are sufficiently satisfied that advanced equipment of broadcaster scope can be installed."

May Name Mullen

(Continued from page 6)

commissioner midnight Feb. 23, when his present term expired. It is accepted as a certainty, however, that he will be reappointed by President-elect Roosevelt immediately after March 4 and will promptly be elevated to the chairmanship. Meanwhile, however, Judge Sykes' term lapses, and Commissioner Lafount, fifth zone Republican, is acting chairman.

Mr. Mullen, in Washington during the week of Feb. 20, is known to have discussed the Commission post with radio leaders, although his acceptance of the post has been rendered less certain in the interim by reports that he is considering accepting a federal judgeship.

Prominent in Party

MR. MULLEN is 59 years old and was born in Kingston, Ont., Canada. He attended elementary school at Fremont, Neb., and received his law degree at the University of Michigan in 1900. He has practiced law in Nebraska since then, in Omaha since 1911. He was attorney general of Nebraska in 1910 and 1911 and secretary of the Nebraska Tornado Commission in 1913. Becoming a member of the Democratic National Committee in 1916, he served until 1920, and then returned in 1924, serving continuously since. In 1918 and 1920 he was a member of its executive committee.

Maintaining his office in the First National Bank Building of Omaha, Mr. Mullen is a member of the American Bar Association, Nebraska Bar Association, New York Bar Association, Nebraska Historical Society, Fine Arts Society, Knights of Columbus and the Elks.

Mr. Baldwin came to the commission from the Department of Justice, where he had served as chief clerk. He was asked by the commissioners to reconsider his resignation, which he declined to do.

Uses Shopping News

FRONT PAGES of the weekly SHOPPING JOURNAL are being utilized by WTOC, Savannah, Ga., to carry news and program listings of its local and CBS offerings.

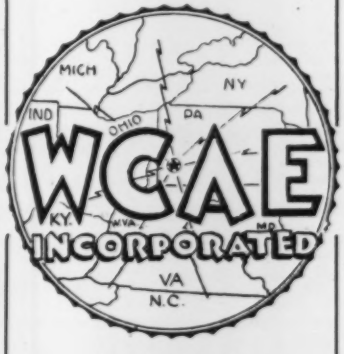
Good Programs Deserve
EFFECTIVE MERCHANDISING

KMBC
Offers Both
ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS
MIDLAND BROADCASTING CO.
Kansas City, Missouri

The Big Five
of
Pittsburgh's
Department Stores
USE
WCAE
to Carry Merchandise Messages to Pittsburgh's
LARGEST RADIO AUDIENCE

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of *18 hours, 18 minutes* carries programs of local appeal and NBC Red Network features.

1000 Watts 1220 Kcs.



Affiliated with Pittsburgh Sun-Telegraph

Sister can you spare a dime?

• It's great to pull a flood of fan mail (as CKOK does) but to get letters ending with that pleasant phrase "money enclosed" — that *is* something.

• Well, Collingbourne Mills, of Elgin, Ill., manufacturers of quilt patterns, threads, yarns, etc., recently tested CKOK with one *5 minute broadcast*, at 11 o'clock in the morning, offering a book of patterns for 10 cents.

• By noon of the next day, 1260 dimes were received, and the second day after the broadcast — 5 minutes, mind you—our mail contained 351 more. Result — a campaign which is proving conclusively that our "sister" listeners *can* spare dimes, and plenty of them.

CKOK
THE INTERNATIONAL STATION

5,000 Watts 540 Kc. 555.6 Meters

INTERNATIONAL CLEARED CHANNEL

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario

STUDIO NOTES

WOR, Newark, celebrated its eleventh anniversary the night of Feb. 23 with a special program in which Managing Director A. J. McCosker, who is also president of the NAB, presented Gov. A. Harry Moore of New Jersey; Robert Clothier, president of Rutgers University, and Edgar Bamberger, president of the Bamberger Broadcasting Service.

EXPERIMENTS are being conducted by KJBS, San Francisco, in ultra high frequency transmitters. Two transmitters, W6XAR and W6XAS, are now in operation, and tests are being made to determine to various fields of usefulness for these extremely short wave lengths. Definite schedules for broadcasting will be announced shortly.

FAME and Fortune is the title of a weekly program broadcast by WCAU, Philadelphia, and featuring entertainers who have never appeared on commercial radio programs. Contests are conducted in a different section of Philadelphia and vicinity each week to produce the talent.

OFFICIALS of the Westinghouse Electric & Manufacturing Co. gave a dinner for radio editors in the Electric Club of Chicago on the occasion of the opening of the new Westinghouse broadcasts over NBC, Tuesday, Feb. 14. N. G. Symonds, vice president, was host, and the dinner was arranged by E. E. Mattson, representative.

CHARACTERS of the once popular "Wiggseville" program, a former feature of KFOX, Long Beach, Cal., have returned to the station in a new afternoon program titled "Around the Village Pump". Rural characters gather at the pump to gossip and sing their characteristic songs.

KMTR, Hollywood, has started a weekday afternoon program called "Mission Bells" with tenor, organ and violin. Broadcast will be devoted to historical highlights of early California mission days.

KQV, Pittsburgh, recently taken over by the operators of WJAS, Pittsburgh, is reported planning to move its studios from the Investment Bldg. to the thirty-third floor of the Grant Bldg. about May 1.

"WILLIE, the Wise-Cracker" is a new daily feature on WNBR, Memphis. The program started as a filler with a staff man telling good, bad and indifferent jokes, but the fan mail response was so great that it was continued.

LOS ANGELES studios of KGER, Long Beach, Cal., have been hooked up via remote control to the Los Angeles Examiner for daily news broadcasts. The newspaper will "feed" a news service to both KFWB and KGER simultaneously.

GOING the experiment successfully performed by the Three X Sisters in Washington one better, the Do Re Mi harmony trio on Feb. 23 staged a four-way synchronized program over CBS. One of the girls was in the Empire State Building, another in the Chrysler Tower and the third in the Bank of Manhattan Building, while their pianist was in a CBS studio. All were connected with the master control and the harmony was perfect. The Three X Sisters some weeks ago did the same thing over WJSV, Alexandria, Va.

NEW educational features added to the program schedule of WHP, Harrisburg, are "The WHP Legislative Forum" and "The Negro Achievement Hour". The former is presented three evenings weekly during sessions of the State legislature. Prominent members of both houses discuss matters of pending legislation in a non-restricted talk. "The Negro Achievement Hour" presents prominent members of both the white and Negro races in discussions of the advance of the Negro and his place in present-day life and business.

APPROXIMATELY four and a half hours of time each week have been turned over to the University of Chicago by WJJD, Chicago, for the presentation of French, German and Spanish lessons, and classes in music appreciation, literature and discussions of the drama and books. Several of the daytime broadcasts will originate in the classrooms. For several years the university has been presenting similar broadcasts over WMAQ. These will continue.

WDAE, Tampa, Fla., claims a record in radio weddings by virtue of the broadcast of a recent ceremony uniting a score of couples in front of the grandstand at the South Florida Fair in Tampa. The Rev. A. A. Smith, Chaplain of the Church of the Air, WDAE weekly feature, performed the ceremony.

UNDER the program heading of "Pick of the Week", Manny Landers, head of the new artists bureau at WHK, Cleveland, plans to stage a feature which will present the best of the talent auditioned each Monday, Wednesday and Friday.

STANDARD OIL Company of California, after concluding its winter series of concerts by the San Francisco and Los Angeles symphony orchestras weekly on NBC-KGO, opened another series in February featuring special symphony orchestra headed by Alfred Hertz, former director of the San Francisco organization. The program will continue until October, when the San Francisco and Los Angeles orchestras again will alternate.

WHOM, Jersey City, broadcast an "interview" with a baby elephant playing at a local theater recently. John Brooks and Reginald Allen, announcers, conducted the stunt.

A RECORD mail count for one day of 11,266 letters has been announced by Glenn Snyder, commercial manager of WLS, Chicago. The record was received Tuesday, Feb. 14, and exceeds by 1,000 the previous record. WLS, taking advantage of the jig was achieved Tuesday, Feb. 14, and picturing the WLS barn dance and other acts to listeners for the price of 25 cents.

THREE TIMES a day an announcer on WCKY, Covington, Ky., offers the station's congratulations to some civic personality who happens to be observing some anniversary.

KPPC, Pasedena, Cal., (50 w. on 1210 kc.) has asked other stations on its frequency to stand by from 12 midnight to 6 a.m., March 4, in order to broadcast a special test program.

TWO MIDNIGHT broadcasts were directed by KSL, Salt Lake City, to Mr. and Mrs. John F. Fitzpatrick and Mr. and Mrs. Edmund Kearns, who were cruising in southern waters last month. Mr. Fitzpatrick is vice president of the Radio Service Corporation of Utah, operators of KSL.

UNSPONSORED reviews of all the new shows in Cincinnati are now offered by WCKY, Covington, Ky., at 11:30 p.m. Sundays and at 6:45 p.m. on Mondays and Saturdays. Elmer H. Dressman, veteran theater critic for Cincinnati newspapers, conducts the period. He pays admission to all shows.

PRACTICALLY the entire editorial staff of the Chicago office of Radio and Amusement Guide was released early in February, and its activities were shifted to the New York office. Ed Fisher, editor, has left the organization and Evans Plummer, former radio editor of the Chicago Herald-Examiner, has been named Chicago correspondent. Editing of the program listings and printing of the publication will continue to be done in Chicago.

ADOPTING the classification of Dr. Frank Vizetelly, editor of the International Dictionary and noted lexicographer, WINS, New York, now lists radio speakers as "radiologists" instead of artists. "Who's Who in America" lists Dr. Vizetelly as a "radiologist" in referring to his broadcasting activities.

WIBO, Chicago, held open house Feb. 8 in its new quarters in the Lake Michigan building. The quarters were originally used by the NBC and includes three studios and several offices on the second floor of the building.

WORC Files Appeals; WJJD Given Extension

AN APPEAL from the Radio Commission's decision of Feb. 3 denying WORC, Worcester, Mass., a change in frequency from 1300 to 1200 kc., and an increase in power from 100 to 250 watts, unlimited time, was filed with the Court of Appeals of the District of Columbia Feb. 23 by counsel for the station. WORC sought the facilities of WCDA, WMSG, WBNX and WAWZ, all in the New York-New Jersey area, and now sharing time on 1200 kc., on quota grounds. Filed by former Commissioner Ira E. Robinson, William E. Leahy and E. M. Toland, the appeal contends that the decision was arbitrary and capricious.

A 30-day extension of the temporary restraining order issued last month by the Court of Appeals to WJJD, Mooseheart, Ill., from the decision ordering curtailment of its evening time on KSL's clear channel, was granted by the court.

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* Stewart 2810

CHICAGO, ILLINOIS

Bank Program Proves Popular WOKO Feature With Card Party Service

A PROGRAM of entertainment and education as to the functions of a bank is sponsored each Wednesday evening on WOKO, Albany, N. Y., by the Rensselaer County Bank and Trust Co. The program consists of an informative chat by "The Old Banker" and popular songs by "The Two Tellers."

Talks by the Old Banker cover such subjects as "Wills", "Estates", "What Does a Bank Mean to You" and the like and are limited to three and a half minutes. Walter Nelson, cashier and trust officer, was chosen for the role of the "Old Banker" because of his friendly confidence-inspiring voice and his ability to talk in a manner understandable to everyone.

In connection with its program the bank offered a booklet on "Wills and Estates" to listeners. The response was so great that the supply was soon exhausted, and a further printing has been ordered.

Another service which met with immediate success was the offer of the bank over the radio to furnish playing cards for parties. There is no charge for the service providing the cards are returned in good condition. The response from clubs and societies has been tremendous.

The bank, which is located just across the Hudson river from Albany, is one of the most progressive in the community. It claims the distinction of being the only bank to open a branch office during the depression year 1932.

EQUIPMENT

FORMATION of the Clough-Brengle Co., with headquarters at 1134 West Austin Avenue, Chicago, is announced by Kendall Clough and Ralph Brengle, formerly chief engineer and general superintendent respectively of Silver-Marshall, Inc. Associated with them are Leon Warner and Ralph P. Glover, formerly inspection engineer and sound engineer at the same concern. The new company will manufacture laboratory and production test equipment, amplifiers and accessories for sound, broadcast and recording applications, radio specialties and a complete line of audio amplifier and speech input equipment.

A TONE control for use with public address installations has been produced by Universal Microphone Co., Inglewood, Cal. The device makes it possible to adjust the p.a. and loud speaker installations to eliminate feedback, resonances or echoes and provides a flexible, adjustable element against these difficulties in halls or other remote control points with improper acoustics. Universal Microphone also has started to manufacture a stand for either the one or two-button types of Handi-Mikes. The instrument makes it possible to use the handi-mike as a desk announcer's microphone and for uses at remote control points.

ATLAS RESISTOR Co., 423 Broome St., New York, has just issued its new 1933 catalogue of wire wound resistors and it is available on request.

WEGO CONDENSERS, Inc., 729 Seventh Ave., New York, has issued its new catalogue No. 26 covering its line of paper dielectric condensers.

NBC and Fleischmann Hear Much New Talent

AMONG the programs and artists newly auditioned by NBC recently for commercial and sustaining use were the following: Price, Johansen and Amruster; The Roustabouts, quartet; Dr. Louis E. Bisch, psychiatrist; "Busy Lizzie of Broadway" with Helen Lowell and a trio; Donald Wilhelm, lecturer; Josephine Longworth, speaker; Edith Evans and 11-piece orchestra under the direction of Hugo Mariani; Zora Layman and "Debonairs", songs and comedy; "The Dreamer", with Milton Bernd; verse drama, with Kurtiss Schenke and Eddie Leonard; musical and dramatic talent from WBZ, Springfield; "Magic in Music", a recording; Dr. Marsden; Muriel Wilson and Fred Hufsmith; Mr. and Mrs. Homer Mason and a cast of six; Chico and Pepina, dramatic sketch.

Fleischman also auditioned NBC talent for its Thursday night variety programs. Heretofore talent for this program has all been secured direct by the J. Walter Thompson agency, handling the account. Among the NBC acts heard by the yeast company were Virginia Mauret, Nan Halperin, Lita Grey Chaplin, Ann Butler, and Chick Harrison and the "Three Scamps."

WCAU, Philadelphia, has changed its corporate name from Universal Broadcasting Company to WCAU Broadcasting Co., with the Radio Commission's approval.

This Is Brand New

A COMPLETE LIST
of
NATIONAL ADVERTISERS
and
ADVERTISING AGENCIES

Standard Advertising Register

Arranged by

PRODUCT GROUPING

or

GEOGRAPHICALLY

You can have your choice

This highly regarded aid to advertising solicitation is at your Service.

CONSULT OUR NEAREST OFFICE

National Register Publishing Co.
EASTERN OFFICES
853 Broadway, New York
7 Water St., Boston

WESTERN OFFICES
140 So. Dearborn St., Chicago
235 Montgomery St., San Francisco

FACTS *are* FACTS

WESTERN UNION has 22487 ACTUAL Telegraph offices. Other Companies only 2802

TELEGRAMS are sent to these Western Union offices by telegraph . . . are received by telegraph operators . . . are copied on telegraph blanks and have all the attention-compelling properties and urge to action of a genuine Western Union Telegram.

Telegrams should be filed with a company that has an ACTUAL telegraph office at the place of destination.

WESTERN UNION has 216,799 miles of pole lines. other companies 32,793 miles

In number of actual telegraph offices, extent of pole lines and other facilities, Western Union is the dominant telegraph company—the only telegraph company that can give universal service.

80% OF ALL TELEGRAMS ARE HANDLED BY WESTERN UNION

There is a Reason

New Agency-Radio Contracts

(*Continued from page 7*)

of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

III. INABILITY TO BROADCAST

(a) Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this agreement. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

(b) If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program.

IV. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

(a) The station shall have the right to cancel any broadcast covered by this agreement and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this agreement. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon.

V. RATES

(a) It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this agreement the station makes a lower rate for the same services, this agreement shall be completed at such lower rate from that date.

(b) All rates shall be published. There shall be no secret rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

(c) If this contract is continued without interruption beyond the time specified, the additional broadcasts shall be considered part of this agreement and the same rate shall apply until any lower rate prevailing at the time agreement is made shall have been earned; and then this lower rate shall apply to the whole term of the agreement. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

VI. PROGRAMS

(a) The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

(b) Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

(c) Except as otherwise hereinafter expressly provided Agency will save the station harmless against all liability and will reimburse the station for all costs, expenses, and counsel fees and sums actually paid in bona fide settlement of claims for libel, slander, unfair competition, unfair trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietory rights, and all other liability or responsibility resulting from the broadcasting of the programs herein provided for. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided Agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles and names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save Agency harmless against all liability where the programs are prepared and produced in their entirety both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and such other material as may be furnished by the Agency.

(d) Programs prepared by the agency are subject to the approval of the station management, both as to artists and to program content.

VII. GENERAL

(a) This agreement is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

(b) The rights under this agreement shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(d) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

A final proviso, to be drafted, will be to the effect that any station shall have the right to change any of the provisions of the above agreement.

"Hams" to Serve F.D.

AMATEUR radio will bring Franklin D. Roosevelt congratulatory messages from the governors of the 48 states and the territorial possessions soon after his inauguration next March 4, under plans worked out by the American Radio Relay League. Through the Washington Radio Club, a nationwide network of "ham" stations extending from each state and territorial capital will feed the radiograms to the incoming chief executive. It will be the fourth inaugural ceremony in which amateur radio will have performed this service.

Philco's New Scheme

PHILCO RADIO & Television Corp. has just completed arrangements with Postal and Western Union whereby anyone wanting a free demonstration of a Philco radio simply calls the telegraph office. Next day the nearest Philco dealer completes the arrangement and installs a Philco on trial. The public is informed via the Philco broadcasts on CBS.

Have You Heard of MR. FIX-IT ?

■

Well, Listen . . . .

His mail, without any solicitation whatsoever, month in, month out, over a period of two and one-half years, has averaged well over 100 letters and postcards a day.

Mr. Fix-it has fixed everything from broken hearts to broken homes.

Mr. Fix-it can "fix" your product with one of the largest, most consistent, high-class radio audiences in St. Louis.

■

FOR PARTICULARS WRITE TO

WIL

ST. LOUIS, MISSOURI

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Program Held Key To Radio's Future

Constructive Criticism Urged By Lang at WGY Affair

Mr. Rice

IN THE HANDS of the program managers of broadcasting stations lies the determination of "history's verdict as to how well or how badly we administer the tremendous force committed to our charge," declared C. H. Lang, manager of the publicity department and of broadcasting for General Electric Co., in the course of the eleventh anniversary broadcast program of WGY, Feb. 20. The critical attitude toward radio, providing the criticism is constructive, was urged by the G. E. executive.

"Broadcasting is too wonderful, too valuable a thing to be allowed to follow a level, much less a descending path," he said. "Let us not cheapen it. Let us not regard it as a means of entertainment solely, highly valuable as it is for that purpose. Quality is still the criterion by which Americans judge what is offered them.

Still Supplementary

Mr. Lang

'ON THE other hand, let us not expect too much of it just because it *is* marvelous. It is a supplementary factor. It won't take the place of books, newspapers, advertising pages, shows, concerts, churches or educational courses. But it can—and does—supplement them, and, in so doing, it assists them all."

Martin P. Rice, in charge of G. E. radio activities since the inception of WGY, declared no radio station can survive without satisfied listeners. Listeners should not, he said, hesitate to express their opinions of programs. They are invaluable guides to the program staff and to advertisers he added, pointing out that advertisers foot the expense of American radio.

Mr. Hager

Kolin Hager first announcer of WGY and now its manager, was master of ceremonies in the one-hour broadcast, the first half hour of which was carried on an NBC-WEAF network. The network part included also a talk by Dr. E. F. W. Alexanderson, noted G. E. inventor, whose high power alternator first made Trans-Atlantic radio communication possible and who has lately been devoting his efforts to television research.

Roosevelt Made Debut

DR. ALEXANDERSON recalled some of his early work on voice radio at New Brunswick, N. J., when two-way contact was made with the S. S. George Washington, on which President Wilson was sailing for Europe, in 1919. He revealed that a plan was made to broadcast a talk by the war President from the ship, but the scheme failed because it was feared that the sight of the unaccustomed microphone would make Wilson nervous. The microphone was hidden in flag decorations on the vessel, but it was so far from the speaker that the then insensitive type of "mike" failed to catch his words.

But it was with the same ship that Franklin D. Roosevelt, then Assistant Secretary of the Navy, had his first experience with voice radio, talking from his desk in Washington with Secretary of War Newton D. Baker, who was on board.

NOVEL INTERVIEW
WCLO Author Introduces Own Character to Audience

MYSTERY story fans in southern Wisconsin were treated to an unusual novelty Feb. 14, when Craig Rice, author of the "WCLO Syndicate Serials", was personally introduced to listeners and, in turn, introduced and interviewed her most popular character, Professor Silvernail. It is believed that this is the first time any author has interviewed a favorite character on the air.

Professor Silvernail has appeared in a number of magazine stories and radio dramas and was the first detective character invented by Craig Rice. The unusual story of how he first came into existence was also told during the broadcast.

According to Miss Rice, "Professor Silvernail is a lovable, fatherly old man who applies his mathematical genius to working out the solutions to difficult crimes and mysteries, on the theory that everything in this world can be explained in mathematical terms." The unusual professor-detective is best remembered by drama fans for his deductions in the stories "The Speed Murder" and "Death by Wire".

The new series of Professor Silvernail mystery serials begin February 21 over WCLO, Janesville, with "The Murder of Mr. Rock". The serials are being tested to be offered to other stations in the spring.

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania

WM. F. GABLE CO.
Near the Famous Horse Shoe Curve

• • •

COVERS CENTRAL PENNSYLVANIA
with population area of 300,000.

IN THE HEART
of rich farming, railroad and mining section.

LOCAL STATION
that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

ATTENTION ENGINEERS

Here's a really new mixer control for noise-free operation in dynamic- and ribbon-microphone circuits

DEVELOPMENT and tests have just been completed on a *step-by-step* volume control with many new and important operating advantages. Note these features and then take advantage of our free trial offer.

NOISELESS — Contact noise, whip noise, and pickup are below the level of the tube noise in a quiet amplifier. Only one set of contact points. Pigtail difficulties eliminated by use of same shaft-contact construction as General Radio precision resistance boxes.

LINEAR ATTENUATION — Increase in attenuation is practically linear with dial angle from 0 db to 45 db in steps of about 0.8 db. Beyond this the attenuation increases rapidly to cut-off.

FLAT FREQUENCY CHARACTERISTIC — The absence of stray capacitive and inductive coupling between resistors results in a frequency characteristic that is flat up to 10,000 cycles *for all dial settings.*

CONSTANT IMPEDANCE — The General Radio ladder-type network gives practically constant impedance in both directions.

STANDARD MOUNTING — The Type 653 Volume Control will replace any other unit having two mounting holes spaced 1½ inches. Overall depth behind panel is 2⅝ inches.

LOW PRICE — Type 653 Volume Controls are built for 50-, 200-, and 500-ohm lines. Price, all sizes, $12.50.

TRIAL OFFER

Prove to yourself that you can get precision-built volume controls for $12.50. Try them out.

Do this. Send us your order for one or more of these volume controls. Try them out. Then if you don't want to keep them, send them back and we'll cancel the invoice, or, if you paid cash, we'll refund your money.

Look for a complete description in the February issue of the General Radio *Experimenter.*

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

Radio Engineers Favor Clear Channel Retention With Large Power Increases

I.R.E. Report Says Better Service Would Result; Manufacturers' Committee Holds Similar View

A TECHNICAL case in favor of clear channels and substantially increased power, if reliable service is to be provided to extensive rural areas, is made by the Broadcast Committee of the Institute of Radio Engineers in a report filed this month.

About the same time a similar conclusion was reached by the Joint Coordination Committee on Radio Reception of the National Electric Light Association, the National Electrical Manufacturers Association and the Radio Manufacturers Association. This report concluded that the increased use of high power stations will insure a better coverage of the country and a much greater field strength for all communities.

Channels Classified

ANALYSING the present plan of broadcast allocation, the I. R. E. committee brought out that the shared channel is designed to afford broadcasting service to important detached centers of population, such as cities and larger towns. The field of the clear channel, it held, is to afford service to those vast intervening areas in which the density of population is so low that a broadcast service could not otherwise be supported.

"These principles, if kept firmly in mind," the report continued, "will afford insight into one phase of the broadcast allocation problem that has been the subject of spirited debate from the time that the establishment of clear channels was first suggested; namely, the relative advantage of increasing the total number of broadcast stations capable of being in operation at any one time by making multiple assignments to some of the existing clear channels; or looking toward the opposite course, the relative merit of increasing the number of clear channels by deleting or transferring shared channel stations."

Opposite Results

THE CONSEQUENCES of proceeding in either direction are evident:

"1. Decreasing the number of clear channels by assigning additional stations (for night time operation) to channels now used by only one station at a time would have the effect of affording additional services to certain localized urban groups but at the expense of decreasing the service to rural listeners and to those at remote points.

"2. Increasing the number of clear channels at the expense of the shared channels would have the opposite effect, assuming that assignments for the stations thus displaced could not be provided for on the remaining shared channels.

"The foregoing statements are based on radio considerations of a very fundamental nature. However, in view of the industry's growing appreciation of the complexity of radio transmission phenomena and the store of experience that is the result of the past eleven years in broadcasting, the question naturally arises as to whether our increased knowledge and vastly improved technique do not now warrant modifications in these earlier generalizations.

Clear Channel Essential

"AFTER a careful review of the situation the Broadcast Committee is forced to the conclusion that the clear channel is still essential to the extension of broadcast service to the populations of our rural areas and is likely to remain so for some time to come. Further, it is felt that many of the limitations that have been ascribed to the clear channel are the direct result of existing power limitations rather than of any inherent characteristic of clear channel coverage. The engineering case of the clear channel has always been based on the assumption that adequate power would be employed. There appears to be no technical reason why greatly increased power (in excess of 50 kw.) should not now be permitted to suitably equipped and appropriately located or relocated stations holding clear channel assignments.

"Assuming that service to distant listeners is to be maintained, it is evident that continued provision must be made for an adequate number of clear channels. Whether the number should be forty, or more, or less, however, is a matter that can be determined only by careful study. The balance of service between the rural listener and the urban listener is determined in considerable measure by the relative number of allocated clear and shared channels. Decision as to the correct balance point is a matter of general policy."

ONE-MAN STUDIO
Carborundum Man Whole Works In Weekly Broadcast

Mr. Bowman

A ONE-MAN studio staff is maintained at Niagara Falls, N. Y., where the Saturday night CBS programs of the Carborundum Co. (abrasive products) originated. The staff, comprising an announcer, continuity writer, research librarian, production man, program director, assistant musical conductor and fan-mail answerer, is Francis Bowman, who, incidentally, is advertising manager of the Carborundum Co

And the studio isn't even a regular broadcast studio. It is half of the ballroom of a Niagara Falls hotel. Mr. Bowman sees to it that the setup for Edward d'Anna's 50-piece band is correct, acts as master of ceremonies, narrates an Indian legend, selects musical numbers and generally plans the program in every detail.

It is in his capacity as continuity writer and expert on Indian lore that Mr. Bowman excels. For six years he has been making an intensive study of the Iroquois Tribe. As the result of one of his periodic visits to the Tuscorora Reservation near Niagara Falls, he was inducted into the tribe and given the name "Yo-Re-Ho-Ah-Weh", which means "He who gives the message to the air."

License Bill in House

ALTHOUGH destined to die with the current Congress March 4, Rep. Davis, (D.) of Tennessee, has introduced a license fee bill (H. R. 14688) in the House as a companion to the Dill bill (S. 5201) in the Senate. The measure, like the Dill bill, would impose fees ranging from $120 to $5,000 a year on broadcasting wave licenses, and is designed to help defray the cost of administering radio by the Radio Commission. It also would impose fees on practically all other licensed users of the wave lengths. The measures may be reintroduced at the forthcoming special session, although concerted opposition from broadcasters, through the NAB, and other interests is a foregone certainty.

Debate the BBC

A PROPOSAL to widen the use of British radio for political broadcasts, by placing the British Broadcasting Corp. under Parliamentary control, was rejected by the House of Commons Feb. 22 after a debate in which Labor and party groups charged the BBC with discriminating against them. The protests were led by David Lloyd George. Parliament also made it clear that it would not authorize advertising on the BBC.

"Song Censor"

JOE HIGGINS, formerly with RCA Victor Co., who was transferred to NBC when its artists' bureau was absorbed, has been appointed official "song censor" for the network. His duty is to peruse the lyrics of every song published and considered for use on the air. Suggestive lyrics will immediately be barred as vocal numbers.

WBAL
BALTIMORE
Maryland's Only Clear Channel Station

Two can live almost as cheaply as one...

$1 a day more for two persons at Hotel Lexington. For instance, rooms at the minimum rate of $3 a day for one person, are only $4 a day for two.

And the Lexington is a new hotel, located in the Grand Central Zone, one block from fashionable Park Avenue.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*

DEPRESSION RADIO ADVERTISING

KOIL Solves Problem by Inducing Trade Organizations To Take Time; Novel Audition Used

By JOHN M. HENRY
Manager, KOIL,
Omaha-Council Bluffs

FINDING that many business houses are unable to spend much money on advertising, KOIL has evolved a successful scheme for getting their accounts at a very small cost to them. Associations of various trades are solicited with a proposition that will cost members less than $10 a week. As a result, organizations of the following trades are sponsoring or will sponsor programs on KOIL: garages, florists, cleaners, barbers, beauticians, grocers (two groups) and druggists.

To obtain the business of these associations a good deal of soliciting is necessary. Usually there is an executive committee, but this committee is not authorized to spend much money for radio advertising. It is necessary to sell all the members of the association, some times as many as 75. This is done by broadcasting auditions.

Audition Broadcasts

AFTER the executive committee approves an audition in KOIL's studios, membership is then told by mail of the executive committee's approval and advised that soon the proposed program can be heard on the air. A few days later, KOIL girls telephone each member and tell him that at a certain hour that evening the special program may be heard on KOIL. Next day, the executive committee and KOIL salesmen check the membership, by 'phone if possible, if not by personal calls.

The program set-up varies with the association. If it has an emblem or window sign, of course that is stressed. If it has a central office, with a 'phone number, that is emphasized. For the garages there is presented "Tragedies of Today", a script written in KOIL's continuity department, depicting with screams, sounds of crashing and hushed nurses' voices, what happens when brakes are neglected, lights go out or windshields are permitted to cloud over.

Studio Association

ONE ASSOCIATION exists only in KOIL's continuity department. It's the "Beauty Club". For five minutes two women discuss beauty problems; the women are manager and secretary of the "Beauty Club". The program ends with the manager saying that when a woman of a certain type came to her for advice, she sent her to this or that beauty shop, or bootery, or women's clothing store, or reducing parlor. The program is selling by telephone. The first was sold by a personal call, but since that time the salesmen 'phone a half dozen prospects and ask them to listen in, after which they sketch briefly what might be said on a future program in which their stores are recommended.

"KOIL Klassifieds" makes up another group. These are nothing more nor less than 20-word announcements, given in succession on the air by "Vic and Vi, two demon young shoppers". The use of two voices, reading the advertisements alternately, is much better than a single voice. Theme song is "Potatoes Are Cheaper". Sale is by 'phone, collection by mail. Much more than the card rate for time is realized from this period, which now is bursting the stays of its original time limitation.

Bourjois' Success

(*Continued from page 7*)

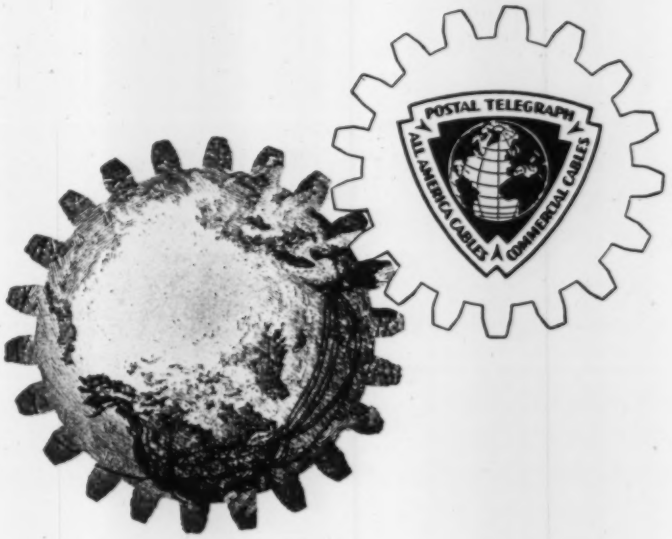
yet unobtrusive manner in which the product itself has been identified with the program. To begin with, of course, the name "Evening in Paris" was a most fortunate choice. In the present series of "Mysteries in Paris" the perfume has been deftly woven into the story to become a subtle yet important factor in the denouement of various episodes—an actual part of the adventures. The surprising fact is that this has been accomplished simply and naturally, with no illogical or disturbing hiatus. Aside from this the commercial angle is confined to brief opening and closing announcements.

The Bourjois organization has missed no opportunity to merchandise this program throughout its numerous outlets. By means of unique and interest-compelling display material and supplementary advertising, merchants in every section of the country are constantly identified with the radio feature which, week after week, entertains thousands of families and builds sales for dealers.

New WBS Account

WORLD Broadcasting System has announced the signing of a contract with Batten, Barton, Durstine & Osborn for Remington Rand, Inc., Buffalo, N. Y., (office equipment). WBS will immediately begin the electrical transcription of a series of thirteen 15-minute broadcasts of the popular "Cowboy Tom" programs now being heard over CBS. These programs will be placed on a selected list of stations.

GEARED
to the COMMUNICATION NEEDS
of the ENTIRE WORLD



...TELEGRAPH
CABLE and RADIO

● Just a murmured password into your telephone... "Postal Telegraph"... and instantly you have at your command a far-reaching system of telegraph, cable and radio facilities working in perfect harmony... a system that reaches the other side of the world just as speedily, as accurately and as dependably as it reaches the other side of the town... the great International System of which Postal Telegraph is a part.

Postal Telegraph links you with 80,000 cities, towns and villages in the United States and Canada.* Its service extends to Europe, Asia and The Orient through Commercial Cables... to Central America, South America and the West Indies through All America Cables ... and to ships at sea via Mackay Radio. It is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

ACTIONS OF THE
FEDERAL RADIO COMMISSION
FEBRUARY 14 TO FEBRUARY 28 INCLUSIVE

Applications . . .

FEBRUARY 14

NEW, Minneapolis, Minn.—Dr. George W. Young for CP for a visual broadcasting station, 2000-2100 kc. 500 w.

FEBRUARY 15

NEW, Portland, Me.—Portland Maine Publishing Co. for CP to use 1340 kc., 500 w., unlimited time amended as to equipment to be used.

WNBW, Carbondale, Pa.—Modification of CP granted 8-18-32 to extend dates of commencement and completion to 2-15-33 and 6-15-33 respectively; also to change transmitter and studio location to U. S. Route No. 6, Jermyn Borough, Pa., to make changes in equipment.

WROL, Knoxville, Tenn.—CP to change equipment, change frequency, power and hours from 1310 kc. 100 w. unlimited hours to 1240 kc. 250 w. one-half time with WKAQ, San Juan, Puerto Rico.

WKEU, LaGrange, Ga.—Modification of CP granted 1-20-33 for changes in equipment.

WTRC, Elkhart, Ind.—License to cover CP granted 1-4-33.

KGFX, Pierre, S. D.—CP to make changes in equipment.

Applications returned: KGCU, Mandan, N. D.—CP to make changes in equipment, increase operating power from 250 to 500 w.; WMAZ, Macon, Ga.—CP to make changes in equipment.

FEBRUARY 16

WLEY, Lexington, Mass.—Voluntary assignment of license to Albert S. Moffat.

KFAC, Los Angeles—Voluntary assignment of license to Los Angeles Broadcasting Co., Inc.

KFVD, Los Angeles—Voluntary assignment of license to Los Angeles Broadcasting Co., Inc.

KGIX, Las Vegas, Nev.—CP for new 100 w. transmitter amended to request change of transmitter and studio locally to Palace Theatre Bldg. and make changes in equipment.

FEBRUARY 19

NEW, Lewiston, Me.—Philip J. Wiseman, CP to use 640 kc., 500 w., limited time.

NEW, Hilo, Territory of Hawaii—Otis Hill for CP to use 1150 kc., 50 w., unlimited hours amended as to street address of transmitter and studio, change frequency and power requested to 1210 kc., 100 w., change equipment and to operate minimum of 12 hours per day.

FEBRUARY 23

NEW, Dubuque Telegraph Herald, (Portable in Dubuque County, Ia.)—CP for 1270 kc. 100 w. Spec. experimental to test for location of KWLC.

KIFI, George W. Young (WDGY) (Portable, Minneapolis, Minn.)—License covering CP for 1518 kc. 10 w. for broadcast pickup.

FEBRUARY 24

WMAS, Springfield, Mass.—CP for changes in equipment, increase power from 100 w., to 100 w. night, 250 w. LS.

WRDO, Augusta, M.—CP to move transmitter and studio to Portland.

WTAG, Worcester, Mass.—Modification of license to increase power from 250 w. night 500 w. LS, to 500 w.

KRMD, Shreveport, La.—Modification of license for change in specified hours Saturday and Sunday.

KGFK, Moorhead, Minn.—License on CP for change in equipment and increase power 50 w. to 100 w.

NEW, Sacramento, Calif., W. L. Gleeson—amended CP for new station to use 1490 kc., 1 kw., U. Amended to request 5 kw. Amended 2-14-33 to omit facilities of KTM and KELW.

Applications returned: NEW, Logan, Ohio, J. R. Vancurren—CP for new station on 1310 kc., 4 w., D; NEW, Fremont, Neb., Raymond M. Brannon—CP for new station on 1500 kc., 10 w., D.

FEBRUARY 25

WICC, Bridgeport, Conn.—CP for auxiliary transmitter.

NEW, Newport, R. I.—S. George Webb, CP for new station on 630 kc. 250 w. U.

WPRO-WPAW, Providence, R. I.—Modification of CP granted 1-31-33 to change equipment, frequency and power from 1210 kc. 100 w. to 630 kc. 250 w.

WFEA, Manchester, N. H.—Modification of CP to change frequency from 1430 kc. (experimental) to 1340 kc.

WPTF, Raleigh, N. C.—Consent to voluntary assignment of license to WPTF Radio Co. and determine operating power by direct antenna measurement.

NEW, Shreveport, La.—Southland Radio Corp., CP for new station on 1210 kc. 100 w. U. Requests facilities KWEA.

KMPC, Beverly Hills, Cal.—Consent to voluntary assignment of license to Beverly Hills Broadcasting Corp.

NEW, Tucson, Ariz.—R. D. DuBois and T. R. Putnam d/b as "The Pima Broadcasting Company", CP for new station on 1260 kc. 500 w. Requests facilities KVOA, Tucson, Ariz.

FEBRUARY 28

WGNY, Chester Township, N. Y.—License to cover CP granted 9-30-32 for new station; also to determine power by direct antenna measurement.

WMAL, Washington, D. C.—License to cover CP granted 10-21-32 for auxiliary transmitter.

WFOX, Brooklyn, N. Y.—Modification of license change hours from share WCGU, WLTH and WBBC to WFOX ¾ time, WBBC ¼ time (facilities WCGU and WLTH) amended to request unlimited hours (facilities WCGU, WLTH and WBBC, Brooklyn, N. Y.)

WIP, Philadelphia—Special authorization to increase power from 500 w. to 1 kw. on experimental basis.

WFLA-WSUN, Clearwater, Fla.—CP to make changes in equipment.

WFBC, Greenville, S. C.—Modification of CP granted 11-22-32 to change proposed transmitter and studio location to West Faris Road and Imperial Hotel, Greenville, S. C., respectively; also extend date of completion.

KOIN, Portland, Ore.—CP to make changes in equipment and increase operating power from 1 kw. to 1 kw. night, 2½ kw. to LS; also license to cover CP granted 11-11-32 to change transmitter location to Barnes Road, Portland, Ore.

NEW, Redlands, Cal.—Don Lee Broadcasting System for CP to use 780 kc., 500 w., night, 1 kw. to LS. unlimited hours (facilities KTM, Los Angeles, and KELW, Burbank, Cal.) amended to change power requested to 500 w. day and night.

Decisions . . .

FEBRUARY 14

KTRH, Houston, Tex.—Granted 60-day authority to increase power from 500 w. to 1 kw., experimental in order to make certain tests in territory in which this station is located.

WLS, Chicago—Granted authority to use auxiliary transmitter of WENR pending action on application.

KFRU, Columbia, Mo.—Granted renewal of license, 630 kc., 500 w., shares with WGBF and WOS as follows: KFRU and WOS half time, and WGBF half time. Also simultaneous D operation with WGBF.

KGDY, Huron, S. D.—Granted CP to install new transmitter with maximum rated power of 250 w., change frequency from 1200 to 1340 kc., increase operating power from 100 to 250 w. and decrease hours of operation from unlimited to D.

KFXJ, Grand Junction, Col.—Granted modification of license to increase hours of operation from specified to unlimited (facilities of KGEW).

KGHF, Pueblo, Col.—Granted consent to voluntary assignment of license to Curtis P. Ritchie and Geo. J. Ikleman.

KMMJ, Clay Center, Neb.—Granted authority to operate from 5 to 6 am., CST, daily, in order to broadcast weather conditions and other information to the farms and ranches in this area, until such time as this period may be required by station WSB.

KJR, Seattle—Granted consent to voluntary assignment of license to Fishers Blend Station, Inc. (Lessee).

WRC, Washington, D. C.—Granted license for auxiliary purposes only, 950 kc., 500 w.

KIEV, Glendale, Cal.—Granted license, 850 kc., 100 w., D only.

WILM, Wilmington, Del.—Granted modification of license to change hours of operation from specified to sharing with WAZL.

FEBRUARY 21

WAZL, Hazelton, Pa.—Granted modification of license to change hours of operation from specified to sharing with WILM.

WGY, Schenectady, N. Y.—Granted authority to determine operating power by direct antenna measurement.

WNOX, Knoxville, Tenn.—Granted renewal of license 560 kc., 1 kw. night and day; also granted renewal of special authority for 1 kw. additional day power.

KGKL, San Angelo, Tex.—Granted authority to remain silent from 1:15 to 7 p.m. daily, for a period of 12 days beginning at once, in order to install pipe organ in studio.

KPJM, Prescott, Ariz.—Granted authority to temporarily reduce hours of operation from unlimited to eight hours daily until July 1, 1933, and station allowed to keep its status as unlimited time station.

WSPD, Toledo, O.—Granted authority to install automatic frequency control equipment.

WMT, Waterloo, Ia.—Granted renewal of license, 600 kc., 500 w., unlimited time, and application removed from hearing docket, as applicant applying for WMT's facilities has been dismissed at request of applicant.

WTBO, Cumberland, Md.—Granted special authority to reduce hours of operation from unlimited to not less than 7 hours per day, for period of 30 days, in order to repair damaged studios.

WKBB, E. Dubuque, Ill.—Granted extension of commencement date of CP to 2-21-33 and completion date to 5-21-33.

KTHS, Hot Springs, Ark.—Granted authority to operate on 970 kc. during D on March 4 in order to broadcast Inaugural ceremonies.

KELW, Burbank, Cal. and KTM, Los Angeles—Designated application for renewal of license for hearing and granted temporary license subject to such action as Commission may take on pending application for renewal.

WBAK, Harrisburg, Pa.—Granted renewal of license 1430 kc., 1 kw., specified hours of operation.

WHP, Harrisburg, Pa.—Granted modification of license to increase hours of operation to D except during those hours specified in license of WBAK; share equally with WCAH at night.

WKRC, Cincinnati, O.—Granted special authority to operate with an additional 500 w. on experimental basis for period ending Sept. 1.

WFLA-WSUN, Clearwater, Fla.—Granted special authority to operate with power of 1 kw. at night with directional antenna and 2½ kw. D for period ending Sept. 1.

Set for hearing: WBHS, Huntsville, Ala.—Consent to voluntary assignment of license to Radio Station WBHS, Inc.; NEW, Dr. Geo. W. Young, Minneapolis, Minn.—CP for experimental visual broadcasting service, 2000-2100 kc., 500 w.; NEW, Miss Kathryn Jones, Florence, Ala.—CP to operate on 1420 kc., 100 w., D; NEW, Wilmington Broadcasting Co., Wilmington, N. C. —CP to operate on 1370 kc., 100 w., share with WRAM; KQW, San Jose, Cal.—CP to increase power from 500 w. to 1 kw. D, 1 kw. nighttime, experimentally, and to make changes in equipment (facilities of KTM and KELW); WSAI, Cincinnati—CP to increase D power from 1 kw. to 2½ kw., and make changes in equipment; NEW, Portland Maine Publishing Co., Portland, Me.—Application for CP to operate on 1340 kc., 500 w.; NEW, Chas. W. Phelan, Portland, Me.—Cancelled grant of CP for new station to operate on 1340 kc., 500 w., made Feb. 10, 1933, and designated application for hearing; WEAO, Columbus, O.—Suspended grant made Jan. 24, 1933, of 250 w. additional D power, and designated for hearing application for modification of license to increase D power to 1 kw., because of protest of WSYR, Syracuse, N. Y.

KGEW, Ft. Morgan, Col.—Denied renewal of license as in default.

KCRC, Enid, Okla.—Denied authority to operate from 1 to 2 a.m. daily, with 250 w. power, beginning Feb. 27, in order to broadcast a trial.

WKRC, Cincinnati—Oral argument to be heard by Commission, en banc, on application for renewal of license on 550 kc., 500 w. with 500 w. additional experimentally.

Applications, heretofore set for hearing, dismissed at request of applicants: WGAL, Lancaster, Pa.—Application 1310 kc., 100 w., 250 w. LS, share with WRAW; NEW, Lancaster Broadcasting Service, Inc., Lancaster.

Washington Visitors*

A. J. McCosker, WOR, Newark
W. S. Hedges, WMAQ, Chicago
J. T. Lyons, WCAO, Baltimore
W. J. Damm, WTMJ, Milwaukee
I. Z. Buckwalter, WGAL, Lancaster, Pa.
Donald C. Flamm, WMCA, New York
Lambdin Kay, WSB, Atlanta
T. C. Ward, WLAC, Nashville
A. B. Church, KMBC, Kansas City
Gardner Cowles, Jr., KSO, Des Moines
H. K. Carpenter, WPTF, Raleigh
M. A. Howlett, WHK, Cleveland
Ed Craney, KGIR, Butte
W. W. Gedge, WMBC, Detroit
W. C. Evans, Westinghouse, Pittsburgh
W. O. Pape, WAPI, Birmingham
W. S. McCachren, WNBW, Carbondale, Pa.
David C. Sinclair and D. V. Allen, WRAM, Wilmington, N. C.
E. R. Boyle, Oil City, Pa.
J. L. Kaufman, H. L. Bixbee and F. G. Mulloy, WCAE, Pittsburgh
N. S. Walker and C. W. Hayes, WHBC, Canton, O.
John Brownlee Spriggs, WNBO, Silver Haven, Pa.
H. F. Gross, Lansing, Mich.
Herman Radner, George M. Cootes, and E. H. Clark, Detroit
H. Ted Busch, Lansing, Mich.
H. J. Brennan, WJAS-KQV, Pittsburgh
Roy Thompson, WLBG, Altoona
W. K. Henderson, KWKH, Shreveport
Fathers W. A. Burke, John W. Hynes and Abel and T. S. Walmsley, Joachim A. Fernandez, Charles I. Denechaud, N. F. Montet and A. C. Pritchard, WWL, New Orleans
Henry P. Rines, WCSH, Portland, Me.
Virgil Evans, WSPA, Spartanburg, S. C.
Clayton C. Townes, WKBN, Youngstown, O.
G. W. Martin, Portland (Me.) Publishing Co.
Stanley Andrews and D. E. Bennett, KARK, Little Rock
R. E. Wilson and Henry Lee Laylor, KABC, San Antonio

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *Feb. 1 to Feb. 27.*

Commission Actions

Pa.—Application 1230 kc., 500 w. LS; KDYL, Salt Lake City—Application 780 kc., 1 kw., unlimited (facilities of KELW and KTM); NEW, The WNPD Co., New Philadelphia, O.—Application 850 kc., 50 w., LS.

WEEU, Reading, Pa.—Authorized to operate general experimental station on board aircraft; frequencies 60000-400000 kc., 5 w.

KIED, Hollywood, Cal.—Granted authority to operate broadcast pickup station KIED, Feb. 21 to March 9.

KRKD and KFSG, Los Angeles—Time sharing agreement dated Feb. 13 approved, effective Feb. 19.

KIFS, Klamath Falls, Ore.—Authorized to use KIFS under provisions of Rule 218; frequency 1518 kc., 15 w.

FEBRUARY 24

WDGY, Minneapolis—Granted CP to install new equipment.

KGFX, Pierre, S. Dak.—Granted CP to make change in equipment.

KLCN, Blytheville, Ark.—Granted CP to move transmitter and studio locally, make changes in equipment and increase power from 50 to 100 w.

KNX, Los Angeles—Granted license covering change in equipment increasing maximum rated power 1050 kc., 25 kw., U.

WHBC, Canton, O.—Granted modification of CP extending completion date from Feb. 18 to March 18.

KNOW, Austin, Tex.—Granted modification of CP to change transmitter location locally, extend commencement date of CP from Nov. 7, 1932, to immediately and completion date from Feb. 7 to 90 days from date.

WKEU, LaGrange, Ga.—Granted modification of CP to make changes in transmitter.

WMT, Waterloo, Ia.—Granted authority to determine operating power by direct antenna measurement.

WESG, Elmira, N. Y.—Granted modification of license to increase hours from D to LS in accord with Rule 78 (sunset at the dominant station).

KTAB, San Francisco—Granted modification of license to move main studio from San Francisco to Oakland.

W9XA, Denver, Colo., NBC—Granted renewal of special experimental license, 830 kc., 12.5 kw., hours of operation in accord with Rule 320.

Set for hearing: WLTH, Brooklyn, N. Y.—Renewal of license; WFOX, Brooklyn—Renewal of license; NEW, Hamilton, Ohio, William L. Slade—CP for new station on 1370 kc., 100 w. U (facilities of WHBD).

WCSH, Portland, Me., and WRDO, Augusta, Me., and WFEA, Manchester, N. H., and WSPD, Toledo—Made party respondent in case of application of Chas. W. Phelan, to erect a new broadcasting station at Portland, Me.

WEBR, Buffalo, N. Y.—Reconsidered action of Feb. 10th, in defaulting application for modification of license authorizing the use of auxiliary transmitter and set for hearing.

NEW, Abilene, Tex., John Tindale—Denied request for continuance of hearing from March 1 to April 15, on application for new station.

WJBK, Detroit, Mich.—Suspended action of Feb. 3, 1933, granting station increase in nighttime power from 50 to 100 w., and set case for hearing because of protest of WMBC, Detroit, and WIBM, Jackson, Mich.

Examiners' Reports . . .

WBBM, Chicago, and KFAB, Lincoln, Nebr.—Chief Examiner Yost recommended (Report 453; Dockets 1668, 1669, 1670 and 1671) that applications of both stations for authority to install automatic frequency controls and to operate synchronously experimentally be granted.

WKBH, La Crosse, Wis.—Examiner Pratt recommended (Report 454; Docket 1654) that application for modification of license to obtain unlimited time instead of sharing with KSO be denied.

WAAT, Jersey City, N. J.—Examiner Hyde recommended (Report 455; Dockets 1617 and 1618) that applications for increase in power from 300 to 500 w. and for CP to install new equipment be granted.

KTAR, Phoenix, Ariz.—Examiner Pratt (Report No. 456, Docket No. 1679) recommended that application for increase in night power from 500 watts, to 1 kw. be granted, despite protests of WTMJ, Milwaukee, and KGW, Portland, Ore., concerning interference.

KARK, Little Rock, Ark., and NEW, Arkansas Radio & Recording Co., Little Rock—Examiner Pratt recommended (Report 457; Dockets 1880 and 1820) that application of KARK for renewal of license be granted and that application of Arkansas Radio & Recording Co. for KARK's facilities be denied.

Wave Parley Delay Until Fall Urged

Special Committee is Named To Study Technical Data

POSTPONEMENT of the North American Radio Conference on redistribution of wave lengths for broadcasting and other services until late this summer or early fall was urged by various radio groups at a conference under the auspices of the Department of State Feb. 23. The conference tentatively is scheduled for April 1 at Mexico City, but it was agreed that additional time is necessary for the preparation of technical and other data.

Senator Wallace White, Jr., (R.) of Maine, and Judge E. O. Sykes, whose term as a radio commissioner expired Feb. 23 but who is likely to be reappointed after President-elect Roosevelt takes office, have been named the American delegates to the North American Conference.

Following the Feb. 23 meeting, held behind closed doors, Senator White appointed a special committee of the preliminary conference group to hold its first meeting Feb. 25 for consideration of technical details. This committee is made up of one representative each of the dozen different groups involved in discussions, such as broadcasters, government, communications, aeronautical and the like. Philip G. Loucks, NAB managing director, will represent broadcasters, and after March 1 will cooperate with James W. Baldwin, Radio Commission secretary, whose resignation becomes effective that day and who joins the NAB to handle as his first assignment the North American problem.

With enlargement of the broadcast band below 550 kc. being fostered by the NAB, but with Navy and shipping groups opposing the move though inclined to assent to enlargement above 1500 kc., the various groups will endeavor to compose their differences as soon as possible and have the American delegation go to Mexico City with definite instructions and with a united front. Details of the deliberations, it has been agreed by all concerned, will not be made public. A complete report, presenting the position of the NAB in behalf of the broadcasting industry, has been drafted and approved by the NAB board.

Presidential "Mike"

A MICROPRONE desk with outlets for four microphones, hollow and lined with steel to render it bullet-proof, has been presented to President-elect Roosevelt by CBS for use during his official career. The presentation was made last week by Herbert Glover, director of CBS news broadcasts, at Mr. Roosevelt's New York residence.

NEW STUDIOS of WPRO, Providence, will be established in the Metropolitan Theater Bldg. by April 1. Three large studios and a rehearsal room, one containing a Wurlitzer grand organ, will be included.

WOR Is Paid Tribute On Eleventh Birthday

Mr. McCosker

WITH the felicitations of national and state notables, WOR, Newark, observed its eleventh anniversary Feb. 23 with a special program directed by George Shackley, WOR musical director, and featuring such radio artists as Philip James, Paul Whiteman, Marie Girard, Veronica Wiggins, Jack Arthur, Eddy Brown, Paul Alpert, Margaret Anglin, Uncle Don, Maj. Bowes and Capitol Family, Yascha Bunchik and Pick and Pat.

Speaking to the WOR audience, A. J. McCosker, station director and president of the NAB, announced the forthcoming completion of WOR's new 50 kw. station, and read the following telegram from President Hoover: "I heartily congratulate the management of Station WOR upon the celebration of the eleventh anniversary of its noteworthy service in the field of radio broadcasting, so valuable in supplying the people with news, entertainment and facts useful in the formation of public opinion."

KSOO is Sued By A. P. On News Broadcasts

A SUIT to test the right of the Associated Press to prohibit the unauthorized broadcasting of its news was filed in the federal district court at Sioux Falls, S. D., Feb. 25 by the A. P. against KSOO of that city, according to an Associated Press dispatch. A temporary restraining order, returnable March 6, was signed by Judge James D. Elliott.

The temporary order bars KSOO, as it reads, from "pirating, appropriating, using or disseminating to the general public news gathered and obtained through the labor and expenditure of the complainant corporation during such period as such news retains and has commercial value as news to complainant and members of complainant corporation, said period to be not less than 24 hours after the first publication of said news, in a newspaper which is a member of the complainant corporation."

Counsel for the A. P. made it clear that the suit is in no sense an attack on KSOO or any other station, but simply a test case—the first of its kind ever filed. Counsel for Joseph Henken, KSOO owner, had no comment to make at the time.

SKELLY OIL Co., Tulsa, is transcribing a new radio serial, "The Air Adventures of Jimmie Allen," in the Chicago studios of World Broadcasting System. C. E. Ball, advertising manager of Skelly Oil, and the Russell C. Comer Advertising Co., Kansas City, are supervising the recordings which will shortly be released as a five times weekly feature in the company's territory. Authors of the sketches are Robert Burtt and Willfred G. Moore, world war combat pilots.

Ban on "Plugging" Urged by Schuette

Two More Music Publishers Offer Catalogues Free

REITERATING his recommendations that broadcasting stations boycott, so far as possible, the "plugging" of musical compositions of the American Society of Composers, Authors & Publishers, Oswald F. Schuette, NAB copyright director, in a special bulletin Feb. 23 again emphasized the importance of this procedure.

"I am again calling the attention of program directors to the importance of continuing to limit the use of compositions 'restricted' by ASCAP", Mr. Schuette said. "So far as advertisers insist on the use of these numbers, I do not ask any station to take steps that might jeopardize relations with their clients. On sustaining programs, however, it should be possible to dispense with the use of these numbers, and to stop all requests for permission to use them. The same is true of compositions which previously had been restricted but which ASCAP now is endeavoring to replace on the air.

"At the same time I am also urging program directors to devote more attention to the discovery of new and unused music. Leaders of orchestras and bands affiliated with radio stations should be particularly asked to cooperate in refusing the requests of these publishers to 'plug' compositions merely to benefit individuals who have taken so hostile an attitude toward the broadcasting industry."

Additional proffers from non-ASCAP music publishers to permit stations to use their music catalogues without the payment of a copyright fee were disclosed by Mr. Schuette. William Roach Publications, 635 East Elizabeth St., Detroit, he said, had made such an offer. He announced also receipt of a letter from the W. H. Sajewski Music Publishing Co., publishers of foreign music, 1017 Milwaukee Ave., Chicago, making a similar proposal. He suggested that stations interested in broadcasting Polish programs get directly in touch with Mr. Sajewski.

Stephen B. Davis

STEPHEN B. DAVIS, who as solicitor of the Department of Commerce under Secretary Hoover was largely instrumental in framing the present radio law, died at his home in New York Feb. 17 of a heart attack. He was 58 years of age. At the time of his death he was associated in law practice with Col. William J. Donovan, former Assistant Attorney General. Judge Davis was a former justice of the New Mexico Supreme Court and held many other high public offices. He was in the Department of Commerce when the old communications law broke down in 1926, leading to the 1927 radio act. His book, "The Law of Radio," was the first treating this new field of jurisprudence and is still regarded as a classic of radio law. He was to be buried at Las Vegas, N. M.

The Other Fellow's Viewpoint . . .

First Hook-up

To the Editor of BROADCASTING:

In the January 15 number of BROADCASTING, page 22, under the caption of Studio Notes, appears a paragraph relating to chain broadcasting. This statement indicates that John Shepard, III, "claims the distinction of carrying with WEAF, New York, the first chain broadcast in America." Mr. Shepard may be correct, but I ask your attention to the following facts.

WEAF was owned by the A. T. & T. Co., which built and operated WCAP (now WRC), Washington, and started the operation of the latter station along about June, 1923. It is hardly creditable that the big telephone organization would have served another station, when it owned one of its own.

This statement may not be wholly clear, owing to a confusion of dates mentioned in your article and shown above; however, let me make clear that WCAP carried the first chain programme brought into Washington—and, I believe the first ever carried over wires—on July 4, 1923.

Possibly, WNAC has been misquoted, as to the date they give. I mention this because, on July 4, 1923, the Tammany Society of New York City had its usual Fourth of July Celebration at noon. Amongst the speakers was a prominent politician of Boston. This being the fact, it may be that WNAC did take service from WEAF in this instance, although I have reason to believe that the only station taking the N. Y. programme from WEAF was WCAP of Washington. I was a listener on that programme and recall it fully.

I believe that, after WEAF had brought a N. Y. programme down to Washington and placed it over WCAP, within a few weeks similar service was given to the RCA, then operating stations WJZ and WJY, with equipment on 42nd Street, N. Y., opposite Bryant Park. The programme from WEAF to the RCA stations was carried over Western Union wires, laid under the tracks of the Sixth Avenue Elevated Railway. This wire service was rather unsatisfactory and was replaced at a later date.

After the first chain broadcast of WCAP, such broadcasts were intermittent, for a while—as from N. Y. Shortly after July 4, 1923, WCAP started sending programmes *up* to New York. WCAP furnished such programmes as WEAF was unable to procure, such as the government bands, etc. In fact, most of the chain work at that time originated in Washington.

I believe you will be able to confirm these statements, should you care to do so.

CHAS. E. ROWE,
Washington, D. C.

TO ENABLE British listeners to enjoy continental programs, His Master's Voice, a leading English phonograph manufacturer, recently issued a new series of language records. The series is so comprehensive that it answers the requirements from the beginner to those who merely need to polish up on their knowledge of any language.

PROFESSIONAL DIRECTORY

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Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
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Synchronization Equipment Design. Field Strength and Station Location Surveys
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N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Radio Feature

Jewish Radio Features—Unique radio programs for advertisers interested in Jewish market covering 3 million consumers in Metropolitan New York. Sketches, serials, dramas, musical comedies, highest standard musical programs. We control greatest Jewish talent. Box 81, BROADCASTING.

Situations Wanted

4-A Agency radio director, now employed, wants job as continuity-writer and publicity director with station. Offers 7-year advertising and newspaper background. Journalism graduate. Box 82, BROADCASTING.

Young lady holding first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 61, BROADCASTING.

"HELLO, MAMA"

Jackie Russell Makes Air Debut On Competitor's Station

"THAT'S professional courtesy for you", opined Jackie Russell, 2½ year-old-son of Frank M. Russell, NBC Washington vice president, after his debut as a broadcaster, which, incidentally, was made over WJSV, CBS Washington outlet and his daddy's opposition. The full text of Jackie's broadcast, delivered Feb. 19, was: "Hello, Mama!"

Mrs. Russell for the last several weeks has been in North Carolina recuperating from a recent illness. On the particular day young Jackie was dropped off at the home of Harry Butcher, CBS executive and WJSV manager. It should be explained that Russell and Butcher, while competitors, are intimate personal friends.

Butcher figured it would be a pleasant surprise for Mrs. Russell to hear from her son. There are no telephone connections to the place Mrs. Russell is staying, however. So he conceived the broadcast idea, since WJSV is picked up nicely at the point, and made the arrangements. He wired Mrs. Russell to tune in WJSV at the proper moment.

The network program ended. The announcer intoned "WJSV, across the Potomac from Washington." Butcher nudged Jackie and WJSV's audience without explanation, heard the cry "Hello Mama!" But Mrs. Russell — 500 miles away—didn't need an explanation.

During her convalescence, Mrs. Russell has also been listening each afternoon to WPTF, NBC outlet at Raleigh, where H. K. Carpenter, manager, has arranged a special program including some of her favorite music.

More Radio Reporting

To the Editor of BROADCASTING:

Recently, about three miles from Durango, Colo., on the face of a rather steep rock bluff, the rocks commenced sluffing off and tumbling down to the floor of the canyon below—a distance of some several hundred to thousand feet. The cause of this sluffing is due, so it is said, to the settling of the rock mountain at that section down through a burnt out coal vein supposed to lie beneath the mountain several hundred feet.

The story of this settling was broadcast as a news item over two stations that your writer happened to listen to, KOA and KFI, the announcers making an excellent word picture of the event, which is going on right along now.

Result: Immediate action. A party wrote in to the Durango Chamber of Commerce and asked for information as to obtaining a permit for a concession or two at the location.

This information came to me through one of the members of the Lions Club in Durango. To him it seemed a joke. To me it's an excellent fact as to the results to be obtained through the use of radio.

HAMMOND MATHEWS,
District Superintendent,
Western Colorado Power Co.,
Silverton, Colo.

Juvenile Program

(Continued from page 13)

the Walter Drey organization, the results of which already have been recounted. In the pre-Christmas season it was being broadcast daily on WINS, four times a week; on WOR simultaneously with WINS, and six times a week on WABC and a CBS network.

Since Jan. 1, 1933, the Roman Marconi Co. has become an associate sponsor of the Roundup one day a week on WINS. Mr. Drey, the New York distributor of Monarch typewriters, sponsors the other programs alone on WINS. The Remington-Rand Corp. sponsors the thrice weekly broadcasts of the Roundup on CBS.

Although WINS has charge of the production and its own announcer, producer, etc., are used, the program is fed to WINS from CBS on Tuesday, Thursday and Saturday. The reason is that it is spotted on CBS at 5:45 p.m., which is the same time it goes off WINS. Columbia preferred to have its own control room staff doing the job for the network, so that the Roundup is on the air 45 minutes from the CBS studios, only the last 15 minutes of which goes on the network. All other days it goes on the air from WINS.

The program is open to sponsorship participation by one or more accounts. Participating sponsors may buy one day's sponsorship or more and participation includes mention of all accounts on each day's broadcast.

"Cowboy Tom's Roundup" has emphasized two things for us: First, the advisibility of a sponsor using an independent station to build his program before he puts it on the network, or of taking over a program already developed by a station, instead of making a costly experiment with an untried pogram on a hookup; and second, the advantages of allowing the audience to build its own program. This can be done by constantly changing the elements in the program and retaining only those features the public likes, without regard to preconceived ideas or opinions of "experts" within the studio.

Los Angeles Bread Co. Claims Oldest Program

DAVIS PERFECTION Bread Co., Los Angeles, on March 3 sponsors its 426th consecutive weekly variety show over KNX, Hollywood. The program, known as the "Optimistic Revue", is said to be the oldest on the air as to unbroken presentation. It was inaugurated by the Davis Company over KNX in January, 1925. It has been on the air for an hour every Friday evening since.

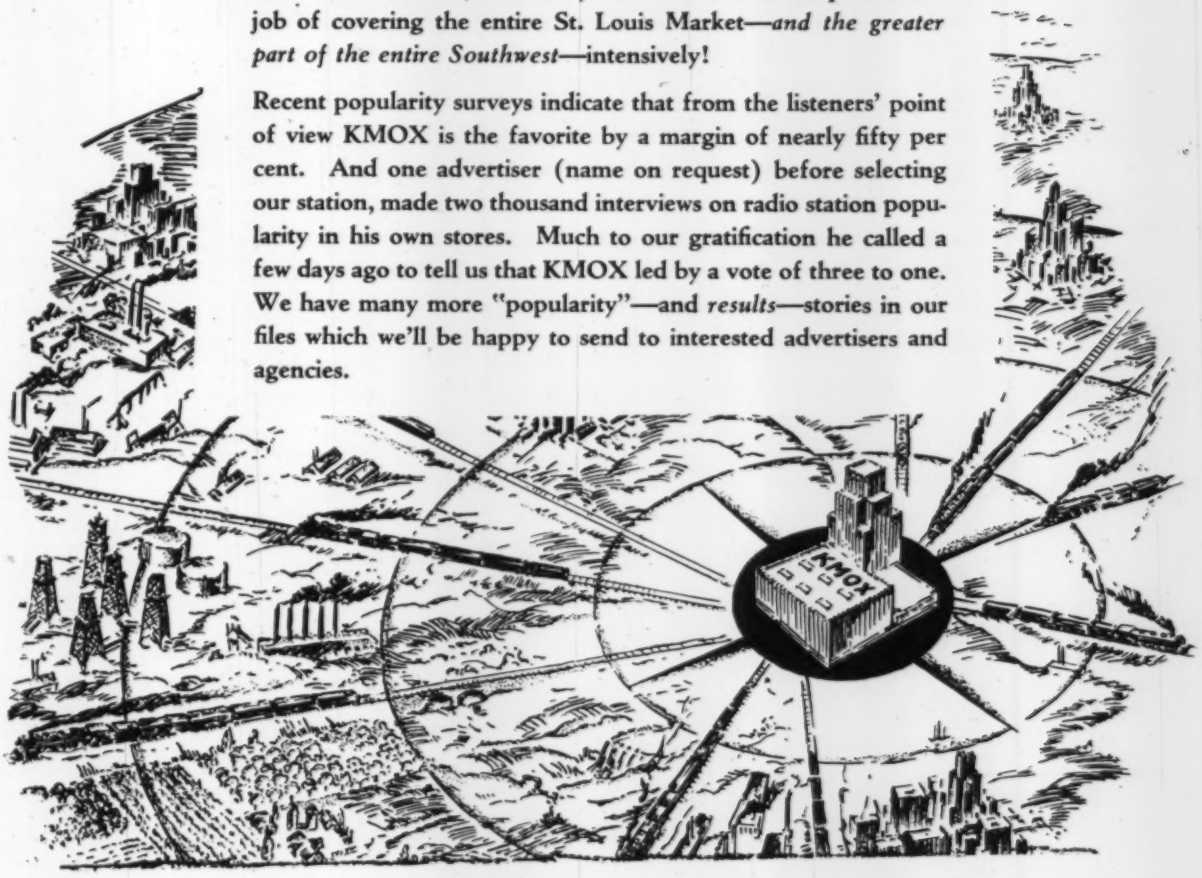
Officials of the concern discarded all other advertising mediums four years ago and have concentrated a sales force of 320 on exploiting the radio program. Fred Hagelberg, sales director for Davis, largest independent bakery in Southern California, credits the radio campaign with making possible an increase in the company's gross income despite the depression.

KMOX in St. Louis

SURROUNDED BY THE UNITED STATES!

KMOX, at the gateway of the great Southwest, with fifty times more power than any other St. Louis Radio Station, is the *only* one able to do a comprehensive job of covering the entire St. Louis Market—*and the greater part of the entire Southwest*—intensively!

Recent popularity surveys indicate that from the listeners' point of view KMOX is the favorite by a margin of nearly fifty per cent. And one advertiser (name on request) before selecting our station, made two thousand interviews on radio station popularity in his own stores. Much to our gratification he called a few days ago to tell us that KMOX led by a vote of three to one. We have many more "popularity"—and *results*—stories in our files which we'll be happy to send to interested advertisers and agencies.



K-M-O-X

The VOICE *of* ST. LOUIS, INC.

MART BLDG., ST. LOUIS

50,000 Watts 1090 Kilocycles
275.1 Meters

Representatives:
RADIO SALES, Inc.

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